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◦ **DOWNTOWN**

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◦ **FULLERTON PARKING &**

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◦ **LAND USE STUDY**

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◦ **FINAL REPORT**

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CITY OF FULLERTON

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PREPARED BY  
PARSONS BRINCKERHOFF  
QUADE & DOUGLAS, INC.

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**DOWNTOWN FULLERTON PARKING AND LAND USE STUDY**  
**FINAL REPORT**

Prepared for:  
City of Fullerton

Prepared by:  
PARSONS BRINCKERHOFF QUADE & DOUGLAS, INC.

June 28, 1985





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## INTRODUCTION AND REPORT SUMMARY

### Introduction

As a result of substantial concerns on the part of downtown business interests as to existing and potential future parking problems, the City Council of the City of Fullerton authorized a Downtown Parking and Land Use Study. The study which was initiated in November, 1984 consisted of three elements: (1) Documentation of existing parking conditions; (2) Updating the Downtown Land Use Plan; and (3) Development of a Parking Improvement Plan.

The Downtown Fullerton Parking and Land Use Study was undertaken by the consulting engineering and planning Firm of Parsons Brinckerhoff Quade & Douglas, Inc. The consultant worked closely with a Downtown Parking Study Committee which included representatives of various city advisory bodies and downtown interest groups as well as City staff.

This Final Report which documents the study's findings, methodology and recommendations is divided into three chapters. Chapter 1 presents key findings of the parking surveys. Chapter 2 describes the Recommended Land Use and Parking Plan for Downtown; and Chapter 3 outlines recommendations for parking management improvements. Highlights of each of these Chapters are given below:

### Report Summary

- The Downtown parking supply consists of 2,352 spaces. Of this total, 388 spaces, or 16%, are located at curbs with the remaining 1,964 spaces, or 84%, located in off-street facilities. Over 60% of the off-street spaces are in public lots, 40% in private facilities. Of the off-street public spaces, close to 54% are designated as short-term spaces, 46% are long-term.
- Sixty percent of the available parking spaces are occupied during the peak hour. Although this suggests an overall parking surplus in Downtown, some blocks have parking demands higher than their effective capacity (85%-90%) during the peak hour.
- The land use concept for Downtown Fullerton builds on the current Downtown Redevelopment Plan and the 1982 National Main Street Center Study conducted for the City. The 1982 Study recommended development of Downtown as a specialty and convenience retail center, targeting the upper middle income market of Fullerton, and also oriented toward mid to higher price shopping; college students with general and special merchandise, specialized entertainment and food; and seniors, with basic merchandise, medical/drug stores, and restaurants. Key features of the proposed Concept Plan are:
  1. Development of a compact, pedestrian-oriented specialty center;
  2. Expansion of movie and restaurant uses to complement the speciality center theme;
  3. Office and service commercial uses at the north and south gateways to downtown;



4. Pedestrian open space connections between parking lots at rear entrances of businesses;
  5. Streetscape improvements along Chapman and Commonwealth; and
  6. Complementary parking improvements.
- The proposed parking plan calls for construction of some 1,300 new spaces including three new garages. Consolidation of public and private lots is proposed where it is judged to be appropriate, and parking garages have only been proposed where surface lots will not be sufficient to serve the demand on that block.
  - A comprehensive program aimed at correcting existing and future parking management deficiencies has been developed. Key features of the program are:

#### **General Recommendations**

- Improve the balance between number of permit and visitor spaces on each block based on the estimated demand for each type.
- Provide rigorous enforcement, including the assignment of a parking enforcement officer exclusively to Downtown.
- Eliminate parking meters in downtown.
- Provide better signing for directing visitors to public parking facilities.

#### **Off-Street Facilities**

- Continue program wherein parking stalls are differentiated between customer and permit spaces.
- To reduce confusion, physically separate permit spaces from visitor spaces where appropriate.
- Improve parking facility layouts to provide better circulation.
- Provide more spaces where needed.
- Change the location of visitor spaces with permit spaces where this improves convenience to visitors.
- Consolidate private and public parking lots where appropriate and possible.
- Eliminate the permit parking fee.

#### **Curb Parking**

- Eliminate on-street parking meters.
- Provide more uniform time limits on the same face of a block.





- Provide time limits that serve the demand of the abutting land uses.
- Convert unrestricted and long-term parking in the northeast quadrant to short-term parking to discourage all day parking by Fullerton High School and Fullerton Community College students.
- In addition to the above general measures, block-by-block improvement plans are shown in this report. Taken as a whole, the recommended parking system expansion, and proposed parking management measures should go a long way toward correcting the existing and anticipated future parking problems in Downtown Fullerton.



## CHAPTER 1

### EXISTING PARKING CONDITIONS

Presented in this Chapter is a description of the existing parking conditions in downtown Fullerton. Included are the results of a parking space inventory, a peak hour utilization survey, a duration of stay and turnover analysis, and findings from parker and property owner surveys. As illustrated in Figure 1, the Study Area has been subdivided into blocks which were used as the basic unit of analysis.

#### Parking Space Inventory

A detailed parking space inventory of both on- and off-street spaces was conducted on December 5, 1984 to obtain information concerning the location, capacity and characteristics of all the parking facilities within the Study Area. The results of this inventory are summarized in Table 1. The parking supply of the entire Study Area is 2,352 spaces. Of this total, 388 spaces, or 16%, are located at curbs with the remaining 1,964 spaces, or 84%, located in off-street facilities. Over 60% of the off-street spaces are in public lots, 40% in private facilities. Of the off-street public spaces, close to 54% are designated as short-term spaces (i.e., two-hour parking duration or less), and 46% are long-term.

#### Peak Hour Parking Utilization

A parking accumulation survey was performed in downtown Fullerton on Friday, December 7, 1984, between 12:00 noon and 1:00 p.m., to measure parking space occupancy at its peak. All off-street and curb side parking spaces in the Study Area were included in this survey with the exception of on-street loading zones. The selection of the time of this survey was based on a previous study conducted by the City, in August 1982, which indicated that the peak accumulation of vehicles in public lots occurs on weekdays between 12:00 noon and 1:00 p.m.

Table 2 summarizes the comparison of parked vehicles to the number of parking spaces by block and by type of space, represented by the percent of spaces occupied by parked vehicles. It should be noted that parking facilities should not be expected to attain 100% occupancy. Off-street parking facilities are considered effectively full at 85% of actual capacity and curb parking at 90%. This accounts for vehicles maneuvering into and out of spaces, vehicles circulating in search of an empty space, some vehicles taking more than one stall, surges in demand during peak seasons, etc.

Between 12:00 noon and 1:00 p.m. 1,394 vehicles were parked in downtown Fullerton occupying 60% of the available parking spaces. Although this suggests an overall large parking surplus in the Study Area at the peak hour, a close examination of Table 2 indicates the existence of parking supply deficiencies at some of the blocks. Blocks "H" and "M", as shown in Figure 1, have overall parking demands higher than their effective capacity resulting in 97% and 88% occupancy rates, respectively. Block "A", lacking off-street public parking, has 100% occupancy at curb side. Block "C" proved to be deficient in both on- and off-street public parking supply. The demand of the only private parking lot in Block "K" even exceeded the actual capacity, while the adjacent public lot had a large parking surplus.







Figure 1  
Study Area Block Designation



TABLE 1

## SUMMARY OF PARKING INVENTORY

Block	OFF-STREET			Subtotal	CURB				Loading <sup>(8)</sup>	Subtotal	Total
	Public	Private <sup>(3)</sup>	Metered		Unmetered						
	Short-Term <sup>(1)</sup>	Long-Term <sup>(2)</sup>	Short-Term <sup>(4)</sup>		Long-Term <sup>(5)</sup>	Short-Term <sup>(6)</sup>	Long-Term <sup>(7)</sup>				
A	-	-	54	54	3	-	-	-	-	3	57
B	-	-	84	84	-	-	5	1	-	6	90
C	28	-	126	154	9	-	15	8	-	32	186
D	<u>53</u>	<u>40</u>	<u>26</u>	<u>119</u>	<u>12</u>	<u>8</u>	<u>27</u>	<u>2</u>	<u>1</u>	<u>50</u>	<u>169</u>
E	96	32	42	170	25	9	11	3	1	49	219
F	-	-	157	157	-	-	19	23	-	42	199
G	-	-	133	133	-	-	23	-	-	23	156
H	56	34	-	90	3	-	4	-	-	7	97
I	63	37	63	163	5	28	8	5	2	48	211
J	143	221	32	396	3	17	23	8	2	53	449
K	63	76	10	149	21	23	-	6	4	54	203
L	95	57	-	152	12	-	-	9	-	21	173
M	53	48	42	143	-	-	-	-	-	-	143
Total No. of Spaces	650	545	769	1,964	93	85	135	65	10	388	2,352
Percent of Total	28%	23%	33%	84%	4%	3%	6%	3%	-	16%	100%

(1) Includes 20-minute and 2-hour parking on surface lots and in the garage.

(2) Includes unrestricted, 10-hour metered, and yellow-striped parking stalls in 2-hour lots for permit holders.

(3) Excludes vacant lots, even if utilized for parking.

(4) Includes 12-minute, 1-hour and 2-hour parking.

(5) Includes 10-hour parking only.

(6) Includes 15-minute, 20-minute and 2-hour parking.

(7) Includes unlimited parking only.

(8) Includes both commercial and passenger loading zones.





TABLE 2

## ACCUMULATION OF PARKED VEHICLES

Friday, December 7, 1984 - 12-1 P.M.

Block	OFF-STREET PUBLIC			OFF-STREET PRIVATE			CURB <sup>(1)</sup>			TOTAL		
	Capacity	Accumulation	Occupancy	Capacity	Accumulation	Occupancy	Capacity	Accumulation	Occupancy	Capacity	Accumulation	Occupancy
A	-	-	-	54	42	78%	3	3	100%	57	45	79%
B	-	-	-	84	39	46%	6	5	83%	90	44	49%
C	28	28	100%	126	79 <sup>(2)</sup>	63%	32	29 <sup>(3)</sup>	91%	186	136	73%
D	<u>93</u>	<u>68</u>	<u>73%</u>	<u>26</u>	<u>16</u>	<u>62%</u>	<u>49</u>	<u>38<sup>(3)</sup></u>	<u>78%</u>	<u>168</u>	<u>122</u>	<u>73%</u>
E	128	78	61%	42	34	81%	48	31	65%	218	143	66%
F	-	-	-	157	116	74%	42	34	81%	199	150	75%
G	-	-	-	133	113	85%	23	14	61%	156	127	81%
H	90	91 <sup>(4)</sup>	101%	-	-	-	7	3	43%	97	94	97%
I	91 <sup>(5)</sup>	53	58%	63	32	51%	46	24	52%	200	109	55%
J	364	58	16%	32 <sup>(6)</sup>	22	69%	51	23	45%	447	103	23%
K	139	85	61%	10 <sup>(7)</sup>	11	110%	50	28	56%	199	124	62%
L	152	57	38%	-(8)	-	-	21	14	67%	173	71	41%
M	101	89	88%	42	37	88%	-	-	-	143	126	88%
Total	1,186	607	51%	769	541	70%	378	246	65%	2,333	1,394	60%

(1) Excludes both commercial and passenger loading zones.

(2) Includes one vehicle illegally parked in undesignated area.

(3) Includes one vehicle illegally parked at red curb.

(4) Includes six vehicles illegally parked at undesignated area.

(5) Excludes nine parking spaces closed off due to construction.

(6) Undesignated private vacant lot located at north-east corner of block, utilized for parking, not considered.  
Capacity: 50 spaces; utilization: five vehicles.(7) Undesignated private vacant lot located at north side of block, utilized for parking, not considered.  
Capacity: 10 spaces; utilization: three vehicles.(8) Undesignated private vacant lot located at south-west corner, utilized for parking, not considered.  
Capacity: 16 spaces; utilization: 16 vehicles.



The public parking garage in Block "J" with a relatively large capacity (321 spaces) had an occupancy rate of only 12% which is not typical of the Study Area. The parking garage occupancy rate is expected to increase significantly once interior renovation of the Chapman Building is completed and the building is more fully occupied. Excluding the parking garage supply and demand from the analysis, the average occupancy rate is 67% for the Study Area. This is substantially higher than observed in the 1982 survey.

### Parking Duration and Turnover

A license plate number check was conducted on Friday, December 7, 1984, between 9:00 a.m. and 5:00 p.m. in a sample of the public facilities with the objective of analyzing daily parking accumulation, duration, turnover, and overtime parking in downtown Fullerton. This survey was limited to Blocks "C", "D", and "E" since these were identified as the most critical areas in downtown, from the previous study conducted by the City, as far as parking occupancy is concerned. License plate numbers of vehicles parked in each parking space of both on- and off-street public facilities plus the private lot of Villa del Sol were recorded every 30 minutes.

Hourly accumulation of parked vehicles and occupancy rates of spaces by parking type are summarized in Table 3. The maximum accumulation in the three blocks was found to occur during the hour beginning at 1:00 p.m. when 330 vehicles were parked, and 78% of the available spaces were occupied. Although this indicates that the overall ~~current demand for parking is less than the available supply~~, it should be recognized that there are deficiencies in some areas, such as the Villa del Sol parking lot and at the unmetered curb spaces.

Data on parking duration by type of parking are presented in Table 4. These data indicate that the majority of users in the blocks surveyed stay about 30 minutes (52%), with another 33% staying three hours or less. A significant problem revealed by this Table is the relatively large number of vehicles at both on- and off-street spaces which park beyond the posted time limit.

Table 5 includes average length of stay, turnover and percent of overtime parking by parking type in the blocks surveyed. The overall average duration of stay is 1.6 hours. Turnover, which is defined as the average number of vehicles parked during the study period in each space, for the surveyed blocks was 3.2. Twenty-two percent of the overall parking occurred illegally beyond the time limits of each specific location with short-term unmetered curb spaces having up to 39% overtime parking. It was observed that the two-hour time limit of white-striped parking spaces in public lots were extensively violated by vehicles with current or outdated parking decals, resulting in 31% overtime parking.

### Key Findings from Parker and Property Owner Surveys

To assist in defining current parking problems and potential solutions for them, two questionnaire surveys were conducted to receive input from property owners and users of parking facilities in downtown Fullerton. About 90 questionnaires were mailed out to owners of property in downtown Fullerton early in December 1984, of which 30 percent (27) were completed and returned by mail.

The second and main survey was directed at users of parking facilities throughout the Study Area, which was conducted on Thursday, December 6, 1984, between 9:00 a.m. and 4:00 p.m. About 1,150 survey forms were handed out to the parkers or were placed on the windshields of the vehicles parked in on- and off-street public spaces,





TABLE 3

HOURLY ACCUMULATION OF PARKED VEHICLES  
Blocks "C", "D" and "E" - Friday, December 7, 1984

Parking Type	Capacity	Hour Beginning							
		9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM
Off-Street									
Public-Short Term <sup>(1)</sup> % Occupied	177	99 56%	121 68%	131 74%	127 72%	133 75%	130 73%	113 64%	112 63%
Public Long-Term <sup>(2)</sup> % Occupied	72	33 46%	38 53%	44 61%	47 65%	54 75%	53 74%	48 67%	38 53%
Public Total % Occupied	249	132 53%	159 64%	175 70%	180 72%	187 75%	183 73%	161 65%	150 60%
Private <sup>(3)</sup> % Occupied	45	16 36%	19 42%	35 78%	42 93%	42 93%	20 44%	16 36%	15 33%
Curb									
Metered Short-Term <sup>(4)</sup> % Occupied	46	16 35%	32 70%	27 59%	27 59%	32 70%	24 52%	26 57%	29 63%
Metered Long-Term <sup>(5)</sup> % Occupied	17	11 65%	10 59%	11 65%	12 71%	12 71%	12 71%	11 65%	11 65%
Metered Total % Occupied	63	27 43%	42 67%	38 60%	39 62%	44 70%	36 57%	37 59%	40 63%
Unmetered Short-Term <sup>(6)</sup> % Occupied	53	37 70%	46 87%	44 83%	46 87%	45 85%	39 74%	38 72%	35 66%
Unmetered Long-Term <sup>(7)</sup> % Occupied	13	13 100%	15 115%	15 115%	13 100%	12 92%	13 100%	12 92%	12 92%
Unmetered Total % Occupied	66	50 76%	61 92%	59 89%	59 89%	57 86%	52 79%	50 76%	47 71%
Curb Total % Occupied	129	77 60%	103 80%	97 75%	98 76%	101 78%	88 68%	87 67%	87 67%
Total	423	225	281	307	314	330	291	264	252
% Occupied		53%	66%	73%	74%	78%	69%	62%	60%

(1) Includes 2-hour parking only.

(2) Includes 10-hour metered and yellow-striped stalls in 2-hour lots.

(3) Villa del Sol lot only.

(4) Includes 12-minute, 1-hour and 2-hour parking.

(5) Includes 10-hour parking only.

(6) Includes 15-minute and 2-hour parking.

(7) Includes unlimited parking only.



TABLE 4

PARKING DURATION  
Blocks "C", "D", and "E"  
Friday, December 7, 1984 - 9:00 a.m. to 5:00 p.m.

Parking Type	Number of Hours Parked									Total
	0.5	1	2	3	4	5	6	7	8	
<u>Off-Street</u>										
Public Short-Term <sup>(1)</sup>	368	101	73	45	19	7	10	11	18	652
%	56%	15%	11%	7%	3%	1%	2%	2%	3%	100%
Public Long-Term <sup>(2)</sup>	39	18	15	9	12	8	5	5	13	124
%	31%	15%	12%	7%	10%	6%	4%	4%	11%	100%
Public Total	407	119	88	54	31	15	15	16	31	776
%	53%	15%	11%	7%	4%	2%	2%	2%	4%	100%
Private <sup>(3)</sup>	27	24	32	15	8	2	-	2	-	110
%	24%	22%	29%	14%	7%	2%	-	2%	-	100%
<u>Curb</u>										
Metered Short-Term <sup>(4)</sup>	169	15	11	3	-	-	-	1	7	206
%	82%	7%	5%	2%	-	-	-	1%	3%	100%
Metered Long-Term <sup>(5)</sup>	8	1	2	1	4	1	1	1	5	24
%	34%	4%	8%	4%	17%	4%	4%	4%	21%	100%
Metered Total	177	16	13	4	4	1	1	2	12	230
%	77%	7%	6%	2%	2%	-	-	1%	5%	100%
Unmetered Short-Term <sup>(6)</sup>	73	25	22	14	7	15	9	10	17	192
%	38%	13%	11%	7%	4%	8%	5%	5%	9%	100%
Unmetered Long-Term <sup>(7)</sup>	6	4	1	5	1	1	1	1	6	26
%	23%	15%	4%	19%	4%	4%	4%	4%	23%	100%
Unmetered Total	79	29	23	19	8	16	10	11	23	218
%	36%	13%	11%	9%	4%	7%	4%	5%	11%	100%
Curb Total	256	45	36	23	12	17	11	13	35	448
%	57%	10%	8%	5%	3%	4%	2%	3%	8%	100%
Total	690	188	156	92	51	34	26	31	66	1334
%	52%	14%	12%	7%	4%	2%	2%	2%	5%	100%

- (1) Includes 2-hour parking only.  
 (2) Includes 10-hour metered and yellow-striped stalls in 2-hour lots.  
 (3) Villa del Sol lot only.  
 (4) Includes 12-minute, 1-hour and 2-hour parking.  
 (5) Includes 10-hour parking only.  
 (6) Includes 15-minute and 2-hour parking.  
 (7) Includes unlimited parking only.



TABLE 5  
AVERAGE PARKING DURATION, TURNOVER, AND OVERTIME PARKING

Blocks "C", "D", and "E"  
Friday, December 7, 1984 - 9:00 a.m. to 5:00 p.m.

Parking Type	Average Parking Duration (Hours)	Percent Overtime Parking	Average Parking <sup>(1)</sup> Turnover
<u>Off-Street</u>			
Public Short-Term <sup>(2)</sup>	1.4	31%	3.7
Public Long-Term <sup>(3)</sup>	2.7	-	1.7
Public Total	1.6	23%	3.1
Private <sup>(4)</sup>	1.7	-	2.4
<u>Curb</u>			
Metered Short-Term <sup>(5)</sup>	0.9	29%	4.5
Metered Long-Term <sup>(6)</sup>	3.5	-	1.4
Metered Total	1.2	20%	3.7
Unmetered Short-Term <sup>(7)</sup>	1.6	39%	3.6
Unmetered Long-Term <sup>(8)</sup>	3.6	-	2.0
Unmetered Total	1.8	30%	3.3
Curb Total	1.5	26%	3.5
<b>Total</b>	<b>1.6</b>	<b>22%</b>	<b>3.2</b>

(1) Vehicles per space per day.

(2) Includes 2-hour parking only.

(3) Includes 10-hour metered and yellow-striped stalls in 2-hour lots.

(4) Villa del Sol lot only.

(5) Includes 12-minute, 1-hour and 2-hour parking.

(6) Includes 10-hour parking only.

(7) Includes 15-minute and 2-hour parking.

(8) Includes unlimited parking only.





from which 110 questionnaires or 10 percent of the total were returned by mail or were dropped off at locations specified on the forms. The key findings of these surveys are summarized below:

- About one-third of the parkers who responded to the parker survey identified themselves as office employees, one-fourth as customers, and the remaining 42% are almost equally divided between the other groups (i.e. visitors, merchants, retail employees, and others).
- Very high percentages of the merchants and employees park in short-term public spaces (merchants: 64%; office employees: 39%; retail employees: 75%).
- Nearly all employees (95%) park within one block or less of their destination. More than two-thirds of the employees disagree with the notion that parking on an adjacent block is convenient for them, but about two-thirds of the merchants and property owners favor it. A slight majority of employees disagree with the ideas of reduced permit prices or reserved spaces on an adjacent block for employees, but the majority of the remaining groups think that these are acceptable concepts.
- About 80% of the customers park within one block or less of their destination. As far as walking distance for shoppers is concerned 37% of the customers think one-half block is the maximum acceptable, and 46% are willing to walk one block. Merchants and property owners expressed more concern for the convenience of the customers with about 55% of them considering one-half block as the maximum acceptable, and 34% accepting one block.
- Only 3% of the total parkers (all of them customers) stay less than one half hour. The majority of the visitors and merchants would like to see more 20-minute spaces, but most people in other groups, even customers, think that the existing number of 20-minute parking spaces should be maintained.
- Only 4% of the total parkers stay between two and three hours and another 4% stay three to four hours. Yet a large majority of all groups approve the change of two-hour time limits to three hours. Generally, time limits are judged to be a major problem for most of the parkers, except for the property owners (most of whom think that it is a minor problem) and the customers (the majority of whom do not see any problems with time limits). Only the majority of visitors and merchants think that enforcement of time limits is a major problem. Most of the property owners and other parkers do not consider it to be a problem.
- More than two-thirds of all the downtown workers who park there have monthly permits. Sixty-three percent of the merchants who have a monthly permit pay for it. Only 30% of the office employees and 25% of the retail employees pay for their permits. Nearly two-thirds of almost all parkers are satisfied with the current permit price, and close to one-third think it should be decreased. Retail employees are split more evenly on this issue. Only about 5% think it should be increased. Generally, except for the merchants, most of the parkers and property owners are unanimous in that cost of parking is not a problem. Slightly more than one-third of the merchants view it as a major problem.



- A clear majority of almost all groups favor the removal of meters with a large minority of these groups being satisfied with the current number of meters. Retail employees and property owners are equally divided on this issue. Very few think they should be expanded.
- The majority of visitors, merchants, office employees and property owners are confused by which parking lots are public versus private, but about two-thirds of the customers and retail employees are not. This confusion does not seem to be caused by bad signs, since the majority of almost all groups suggest that signing is not a problem.
- Most of the customers think that the amount of parking is not a problem. The majority of visitors, retail employees and property owners suggest that this is a minor problem, while most of the merchants think that it is a major problem. Office employees are evenly divided on this issue.
- Most of the visitors and merchants consider convenience to be a major problem. Most of the customers think that it is a minor problem, and the majority of the other groups suggest that convenience is not a problem for downtown parking.
- Driveway locations and parking lot layouts are not considered to be problems by most parkers and property owners, except for the visitors, the majority of whom think that these are major problems.



## CHAPTER 2

### PARKING AND LAND USE CONCEPT PLAN

#### UPDATING OF LAND USE PLAN

Option 1a Revised, the current Redevelopment Plan for downtown was adopted in 1977. A substantial portion of the plan has already been implemented with much of the development taking place over the past four years. To develop a parking improvement plan for downtown, it was necessary to readdress land use alternatives so that the parking plan would reflect recent accomplishments and possible shifts in thinking about what downtown Fullerton should be in the future.

#### Methodology for Updating the Land Use Plan

Existing physical conditions in downtown were analyzed by a process of coordination with City staff, and the Consultant's own evaluation process. The methodology was as follows:

1. Available base maps, aerial photos, assessor's maps and other data were collated. All currently known and proposed development projects for Downtown were noted on a base map. Possible or probable development plans in the Project Area were identified by location, scope, land use and other relevant aspects including status of City-developer negotiation or project approval. Existing data maps, including existing land use and property condition were also documented.
2. City staff provided a map showing their evaluation of the Downtown's "hard" and "soft" uses. Soft uses are indicative of poor structural conditions, poor utilization of land, or failing uses or vacancy. Hard uses are ones such as historic buildings or new construction which are likely to remain in place for some time to come.
3. All City capital program projects in place or proposed were mapped relative to where public investment has been made or is planned. These included such things as parking streetscape and utilities improvements.
4. The Consultant visually surveyed the Downtown area and noted factual and other observations about the potential and constraints of the Downtown, as needed to update current City information. The Consultant's observations were noted on field survey maps. Certain factors, such as lack of attractive rear access to stores, or inefficient parking were noted.
5. The Consultant interviewed five key property and business owners and managers from a list supplied by City staff, as part of the evaluation of existing Downtown conditions. Through these interviews, the Consultant obtained the business person's view of Downtown, including the specific parking problems experienced by them, and their ideas about the future development of the area. The Consultant identified, with the individuals, issues for discussion and possible resolution as part of this study.





6. Areas of Problems and Opportunities were identified on display maps with respect to existing land uses and sites with development potential. These areas consist of:
  - a. Areas for intensification (vacant upper floors of commercial buildings, for example).
  - b. Infill opportunities consisting primarily of smaller scattered sites within and on the edge of the Downtown.
  - c. Major development potentials such as the Villa del Sol block and the block at the southwest corner of Harbor and Commonwealth, where redevelopment powers may be necessary to implement a development concept.
7. Using the information from the evaluation just completed, a preliminary land use concept and illustrative site plan diagram was prepared for each of the Downtown blocks. These concepts were presented first to City staff and then to the Parking Study Committee (City staff and business people) for their comment and recommendations.
8. Based upon comments received the land use plans and site plans were revised to reflect the comments. The preliminary Land Use Plan was then submitted for City staff approval and became the basis for the generation of parking demand as described later in this Technical Memorandum.
9. Illustrative site plans were prepared and parking areas calculated, with the objective of balancing supply and demand on each block.

## **LAND USE RECOMMENDATIONS**

The land use concept for Downtown Fullerton builds on the current Downtown Redevelopment Plan and the 1982 National Main Street Center Study conducted for the City. The 1982 Study recommended development of Downtown as a specialty and convenience retail center, targeting the upper middle income market of Fullerton, and also oriented toward mid to higher price shopping; college students with general and special merchandise, specialized entertainment and food; and seniors, with basic merchandise, medical/drug stores, and restaurants.

The National Main Street Center Study also recommended complementary land uses such as office and residential development, but recommended against letting office development predominate. The study suggested nighttime activities such as restaurants and entertainment (movie theatres) to attract retail, office and residential development in later phases.

### **Considerations in Establishing a Specialty Center**

Certain conditions exist in Downtown Fullerton that need to be addressed in developing a parking and land use strategy for the Downtown, including:

- Existing specialty retail uses including restaurants are too scattered to constitute a strong retail attraction. Villa del Sol is the major retail anchor. Specialty retail uses should replace the discount furniture outlets



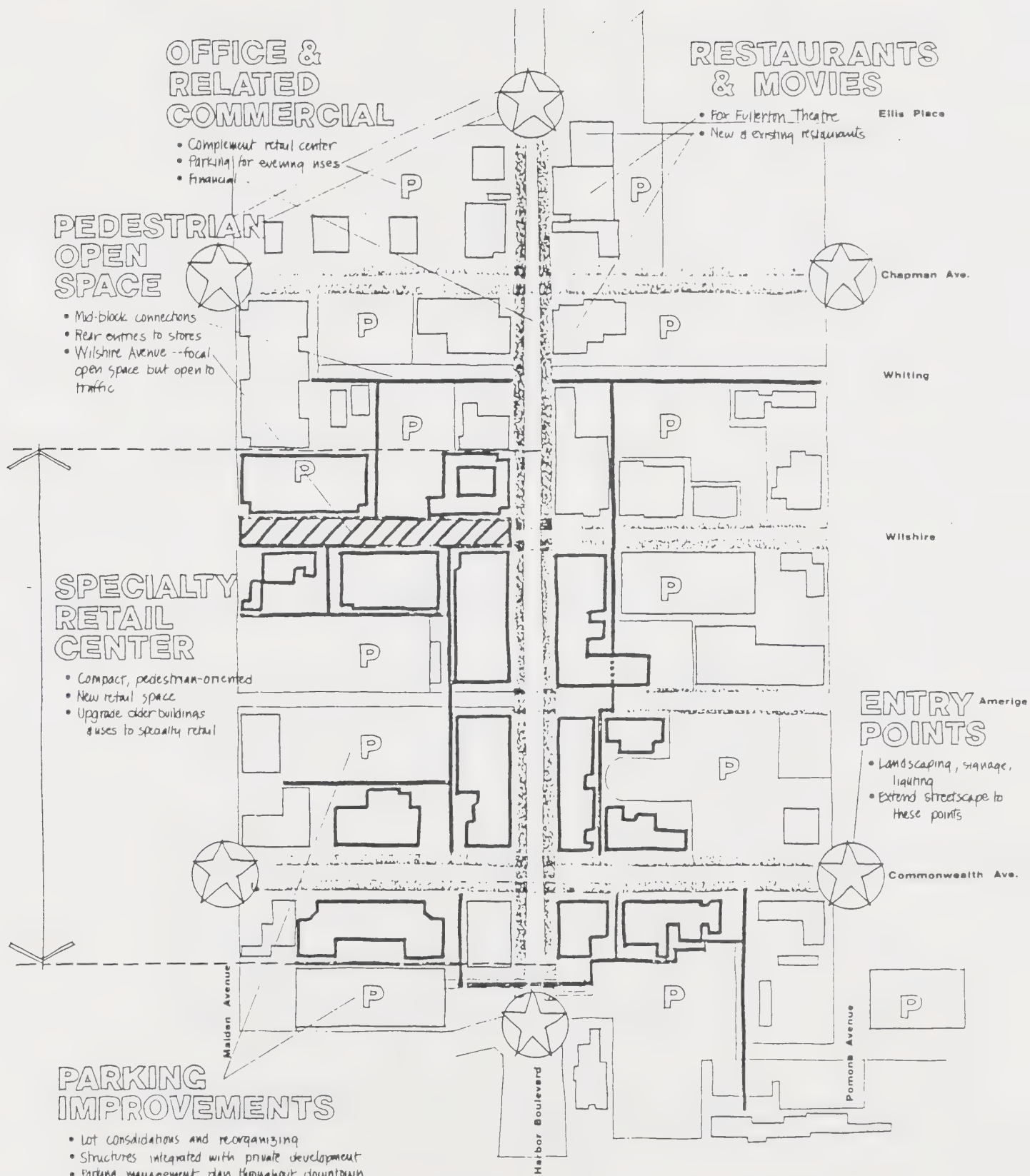


Figure 2

## Downtown Fullerton Urban Design Concept



and other uses that do not enhance the specialty center's image and function.

- Harbor Boulevard south of Downtown is becoming established as a major off-price center, with excellent freeway access. Downtown must establish its own image and market niche to take advantage of the market in Fullerton that is not met by this center.
- A pleasant, small scale physical environment has been retained and enhanced, with some sensitive renovations and attractive streetscape elements on Harbor Boulevard. However, the pedestrian walkway system needs to be extended throughout the retail area, in conjunction with improvement of the rear entrances of businesses from parking areas.
- A substantial amount of vacant space exists on upper floors in some blocks. This space could be converted into office or potentially residential use.
- Some key building sites exist for more restaurant and retail attractions, in conjunction with upgrading of existing buildings.

## URBAN DESIGN CONCEPT

The Downtown Fullerton urban design concept (see Figure 2) is aimed at implementing the National Main Street Center specialty center recommendations through addressing the points above. Included in this development strategy are:

1. Development of a compact, pedestrian-oriented specialty center in the blocks between Villa del Sol and The Old Spaghetti Factory restaurant. This can be an attractive, walkable area, where older buildings would be upgraded and discount uses turned over to specialty retail, restaurants, and office space uses that reinforce a specialty retail center.

In addition, new retail projects on Wilshire Avenue and Commonwealth Avenue can build on the strong anchor of Villa del Sol and the high visibility corner at Commonwealth and Harbor, near The Old Spaghetti Factory to provide additional attractions in Downtown.

2. Expansion of the movie and restaurant uses at the Fox Fullerton Theatre, to complement the specialty retail center. Key to this nighttime attraction is upgrading or expansion of the Fox Fullerton Theatre to a multi-screen complex, and development of one or more dinner restaurants adjacent to the theatre, for convenient evening dining and entertainment. This block would be a good nighttime anchor for Downtown.
3. Office and service commercial uses should be developed at each end of Downtown (Chapman and Commonwealth Avenue) to complement the specialty center. At the north end of Downtown, daytime office parking can be used for evening theatre and restaurant patrons.
4. Pedestrian open space connections should be continued at rear entries of businesses, as access from parking lots. Wilshire Avenue between Malden and Harbor Boulevard should be developed as a focal open space as well as





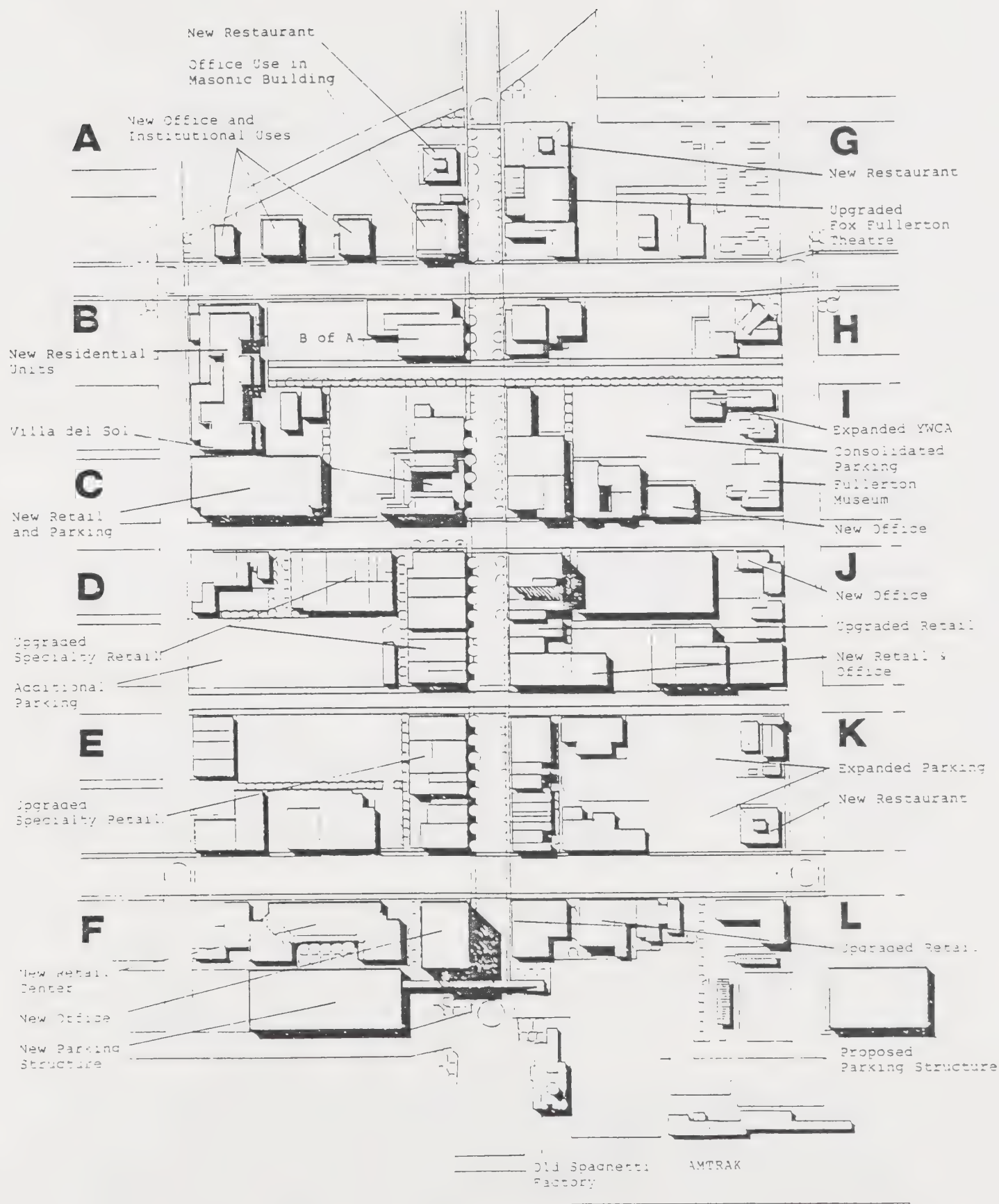


Figure 3

## Downtown Fullerton Illustrative Development Plan



street, being able to be closed off with one day permits for special sales, art or music festivals or other promotional events.

5. Streetscape improvements should be extended as shown to the edges of Downtown at Commonwealth, Chapman and Harbor. Entry points to signal entry into a special retail environment would consist of special lighting, signage and landscaping, designed to a theme expressing the unique character of Downtown Fullerton.
6. Parking improvements and management would be implemented as discussed elsewhere in this Chapter and in Chapter 3. Physical improvements would include:
  - Acquisition of properties for additional parking in retail blocks.
  - Consolidation of lots and reorganization where appropriate for additional efficiency or spaces.
  - Parking structures only in conjunction with private development at Wilshire and Malden Avenue, and Commonwealth Avenue at Harbor Boulevard. The City proposes a parking structure at Pomona Avenue, primarily to serve AMTRAK passengers.

Figure 3, the Illustrative Development Plan summarizes the development proposed for each block. These land uses and developments are described in more detail on later pages.

## **EXISTING AND PROPOSED LAND USE**

Tables 6 and 7 summarize the existing and proposed land uses for Downtown Fullerton. (The proposed land uses are shown in Figure 4). Note that vacant and industrial/warehouse uses are recommended to be eliminated from the proposed land uses. Some existing retail uses such as discount outlets are also recommended to be converted to specialty retail uses in existing buildings. Finally, new retail, restaurant and office uses have been added on key development sites.

## **METHODOLOGY FOR OBTAINING PARKING DEMAND AND SUPPLY**

Projections of future parking demand are based on existing parking occupancy data, anticipated future parking demand ratios, and proposed land use changes. Three components of land use were used to project future parking demand. These are existing land uses that will remain unchanged, existing land uses that will be upgraded, and new developments which will be added in the future.

Parking demand ratios for each of the existing land use categories (e.g. retail, office, residential, etc.) were developed using the peak parking demand obtained from the accumulation survey conducted in the initial phase of this study, and the existing land use square footage provided by the City. To achieve realistic demand ratios, restaurants and discount furniture stores were separated from other commercial uses. The results of the calculations are summarized in Table 8, shown as the number of parking spaces per 1,000 square feet of land use. These demand ratios were



**TABLE 6  
EXISTING LAND USE**

Block <sup>(1)</sup>	Retail & Rest	Office	Finance	Church & Inst	Resi- dent- ial	Ind & Ware- house	Vacant	Total
A	11,425	7,775	-	10,000	1,125	-	16,700	47,025
B	475	1,300	19,100	-	4,200	-	-	25,075
C	25,000	25,600	9,600	-	19,650	-	2,600	82,450
D	52,725	8,800	-	-	6,975	13,000	28,775	110,275
E	58,500	4,125	17,725	-	-	-	10,000	90,350
F	56,325	6,200	-	-	1,125	13,250	-	76,900
G	43,900	-	-	-	23,325	-	-	67,225
H	6,700	6,650	7,600	8,325	-	-	-	29,275
I	-	22,875	7,475	42,175	3,300	-	2,275	78,100
J	23,125	29,600	8,750	45,725	3,425	-	22,625	133,250
K	36,325	11,300	-	3,500	8,775	-	20,975	80,875
L	44,150	16,175	-	4,900	-	-	18,700	83,925
<b>Total</b>	<b>358,650</b>	<b>140,400</b>	<b>70,250</b>	<b>114,625</b>	<b>71,900</b>	<b>26,250</b>	<b>122,650</b>	<b>904,725</b>

**TABLE 7  
PROPOSED LAND USE<sup>(2)</sup>**

Block	Retail & Rest	Office	Finance	Church & Inst	Resi- dent- ial	Ind & Ware- house	Vacant	Total
A	5,750	34,300	-	10,000	-	-	-	50,050
B	6,000	-	19,100	-	24,000	-	-	49,100
C	49,000	10,000	9,600	-	80,400	-	-	149,000
D	83,175	21,825	-	-	-	-	-	105,000
E	60,300	14,125	17,725	-	-	-	-	92,150
F	48,675	106,000	-	-	-	-	-	154,675
G	40,300	-	-	-	-	-	-	40,300
H	6,700	6,650	7,600	8,325	-	-	-	29,275
I	2,000	44,150	7,475	48,175	-	-	-	101,800
J	34,350	105,350	8,750	45,725	-	-	-	194,175
K	53,300	19,600	-	-	-	-	-	72,900
L	47,100	31,925	-	4,900	-	-	-	83,935
<b>Total</b>	<b>436,650</b>	<b>393,925</b>	<b>70,250</b>	<b>117,125</b>	<b>104,400</b>	<b>-</b>	<b>-</b>	<b>1,122,350</b>

(1) See Figure 3 for block designations.

(2) See Figure 4.







Figure 4

## Downtown Fullerton Proposed Land Use



**TABLE 8**  
**PARKING DEMAND RATIOS**  
(per 1,000 gross square feet of floor area)

Land Use	Existing Use to Remain	New or Upgraded use	Existing Zoning Requirement
Retail Commercial	2.7	3.2	4.0
Restaurant	7.0	8.0	10.0
Office & Finance	2.1	3.2	4.0
Residential			
1 Bedroom	-	1.5/D.U.	1.5/D.U.
2 Bedroom	-	2/D.U.	2/D.U.
3 Bedroom	-	2.25/D.U.	2.25/D.U.
Institutional	varies	varies	varies



subsequently applied to the floor area of existing uses that will remain unchanged in the future.

Results of studies conducted nationwide were used to develop a new set of parking demand ratios for future development and upgraded existing land uses. The City's demand ratios for retail and office land uses were reduced by 20% to reflect the potential for shared use of public parking lots and structures by different land uses in downtown. Table 8 also shows the parking demand ratios that were applied to proposed new buildings and uses, and all industrial, commercial or vacant building spaces which will be upgraded to specialty retail and related uses. The overall future parking demand, on a block-by-block basis, was determined by adding together the demand generated by uses to remain with parking demand of new and upgraded land uses.

In order to meet the projected parking demand a combination of parking structures as well as expansion of existing surface lots is proposed. Establishing where new parking should be added involved an interactive process wherein various combinations of parking lot and structure expansions were evaluated in conjunction with land use development options.

Parking demand and supply for each block was determined by the following methodology:

1. The Urban Design concept focusing on a specialty retail center was used as the starting point for land use. Specialty retail, office, entertainment and other general land uses were roughly located.
2. The City provided an analysis of rehab versus new development potentials on a property-by-property basis. Potential sites for new development were outlined and buildings to be upgraded were identified. Finally, development proposals known to the City were identified.
3. A preliminary land use and development concept for each block was drawn up, showing all uses. A tabulation was made of all existing uses to remain, all proposed new buildings and uses, and all industrial or vacant building space which could be upgraded to specialty retail and related uses.
4. Using the combined square footage of all these uses, parking demand was calculated using the factors shown in Table 8.
5. The parking supply was then calculated by adjusting the field inventory of existing spaces on each block by number of spaces lost to new development sites or added as a result of proposed parking construction.
6. Demand was compared to supply and the development concept and/or parking was adjusted to balance parking supply and demand and to obtain efficient land utilization.

Throughout this demand-supply balancing process, the assumption was made that the scale and character of downtown should be complemented by new development that would not tower over the Downtown, and also that expensive parking structures should be kept to a minimum. Therefore, an intensity of development was sought in which public parking could be satisfied by surface parking lots where possible, and that new





parking structures would primarily be developed in conjunction with new private development, with the exception of projects in progress. Table 9 shows the projected supply-demand relationships at build-out of the proposed concept plan.

The overall future parking supply (3,670 spaces) and demand (3,457 spaces) in the Downtown area are expected to be well-balanced, with a slight surplus of 213 spaces. Parking provided on each block will approximately meet the demand of that same block, except for Block "D". The parking deficiency of Block "D" (102 spaces) will be balanced with the surplus parking provided on Block "C". Consolidation of surface lots is proposed where it is judged to be appropriate, and new parking structures are only proposed where surface lots will not be sufficient to provide the required number of spaces for that specific block. Figure 5 illustrates the location of the future parking lots and structures.

## **DEVELOPMENT CONCEPTS BLOCK BY BLOCK**

Each block has an important role to play in realization of the specialty center concept. This section describes development concepts for each block in the Downtown. See the Illustrative Development Plan (Figure 3) for a graphic summary of the concepts.

### **BLOCK A - N.W. corner Chapman and Harbor**

The key development on this block is the rehabilitation of the Masonic Temple building for office use. Adequate parking for this use will depend on obtaining parcels to the west of the property. Along Chapman Avenue, smaller office buildings can be developed, along with a new user for the Masonic Temple. On Harbor Boulevard, a restaurant use is appropriate, as it will be across the street from the Fox Fullerton Theatre. The Taco Bell may expand on its site and orient more toward an evening food service function related to the theatre, or a new dinner restaurant could occupy this site. The Common Ground gallery would remain.

The interior of the site should be developed as parking for these uses.

### **BLOCK B - S.W. corner Chapman and Harbor**

For parking planning purposes the concept assumed for this block includes the consolidation of Blocks B and C and development of a mixed-use residential development over structured parking on the west end of the block, with a small retail and restaurant component on the street level. Whiting Avenue is shown to be vacated at Malden Avenue to become part of the site.

### **BLOCK C - Villa del Sol Block**

As part of the Blocks B/C consolidation retail space would be developed along Wilshire Avenue, combined with a parking structure. The structure would serve the parking needs of Blocks B and C as well as the retail uses on Block D fronting on Wilshire Avenue. The upper levels of the structure would be for residents of the proposed housing, whereas the lower floors would be for customers and employees of the retail uses. Villa del Sol's parking would be consolidated adjacent to the building. The concept plan shows that the two brick residential buildings could remain, adjacent to the new residential multi-family project on Malden Avenue. Curb parking along the north curb of Wilshire Avenue is shown to be removed and the sidewalk widened to accommodate the increased pedestrian activity expected.



**TABLE 9**  
**ESTIMATED FUTURE PARKING SUPPLY AND DEMAND**

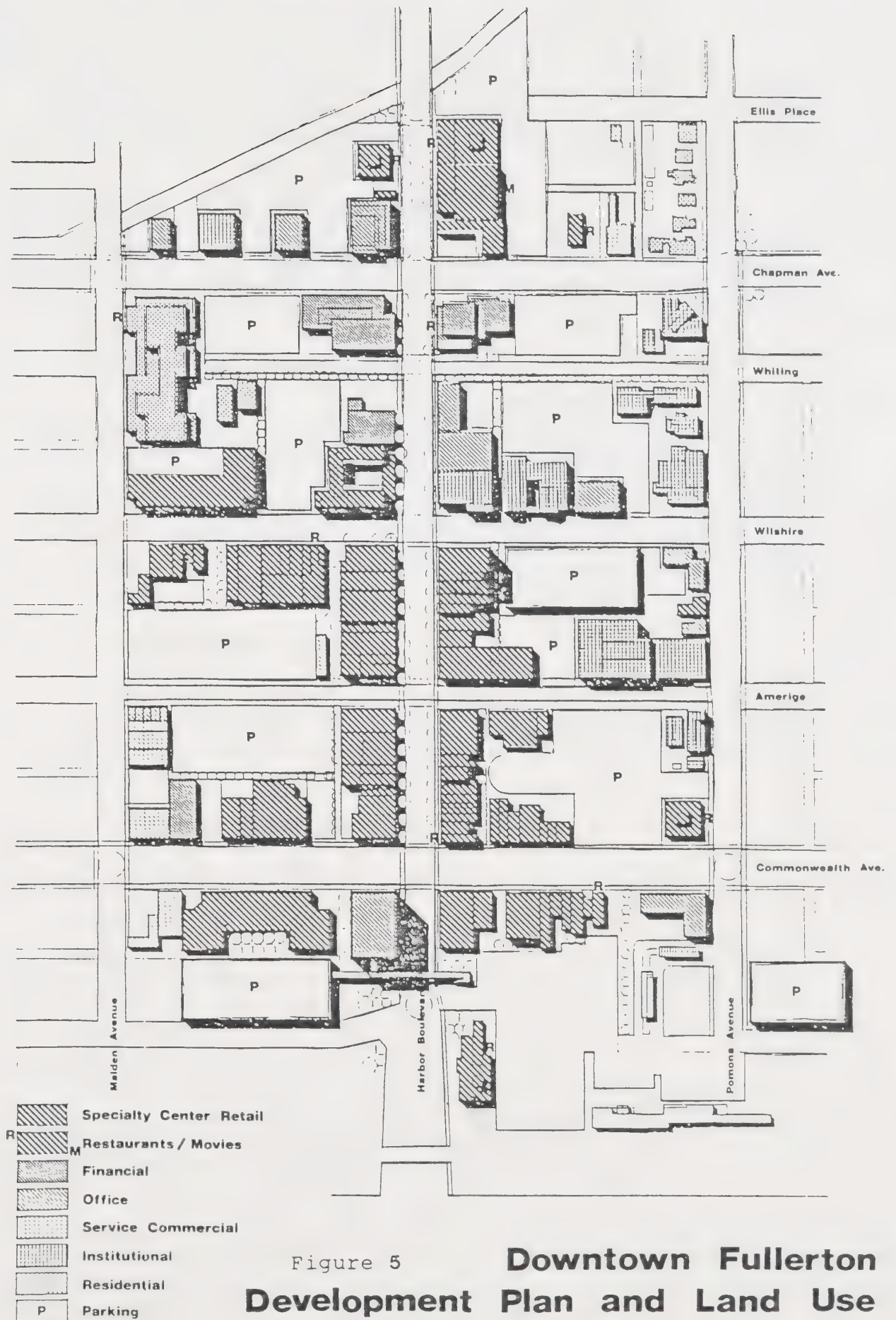
Block	Projected Demand	Proposed Supply				Surplus/ (Deficiency)
		Surface	Structure	Curb	Total	
A	146	153	-	3	156	10
B/C	589	162	504 <sup>(1)</sup>	25	691	102 ✓
D	308	156	-	50	206	(102) ✓
E	250	187	-	49	236	(14)
F	520	61	450	42	553	33
G <sup>(2)</sup>	138	145	-	23	168	30
H	94	90	-	7	97	3
I	163	180	-	48	228	65
J	414	46	321	53	420	6
K	244	245	-	54	299	55
L/M	591	295	300	21	616	25
<b>Total</b>	<b>3,457</b>	<b>1,720</b>	<b>1,575</b>	<b>375</b>	<b>3,670</b>	<b>213</b>

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(1) Includes 208 spaces for residential uses and 296 spaces for retail uses. The residential parking would be on the upper levels and would have separate access from the lower retail portion of the garage.

(2) Excludes mortuary parking supply and demand, and theatre parking demand.









#### **BLOCK D – S.W. corner Wilshire and Harbor**

Focus of this block is on upgrading existing buildings and uses to specialty center uses. Property on Malden Avenue would be converted to parking to provide more spaces, and a pedestrian walkway would be opened up to Wilshire Avenue from the parking area.

#### **BLOCK E – N.W. corner Commonwealth and Harbor**

Existing buildings and uses would be upgraded on this block as well. New service commercial uses would be appropriate for the west end of the block. A continuation of the pedestrian walkway and development of rear entries to businesses is important to the success of this block.

#### **BLOCK F – S.W. corner Commonwealth and Harbor**

This is one of several blocks in the Project Area for which larger scale development appears appropriate and possible. Accordingly, the concept plan shows a new mid-rise office building, which would anchor this block at the high visibility corner of Commonwealth Avenue and Harbor Boulevard. A new retail center could be developed on Commonwealth Avenue, (or the existing retail could be upgraded), and a parking structure developed to serve both the office and retail uses. Even if a new retail center is build the two renovated buildings on the west end of the block should remain. The proposed parking structure on this block could potentially serve an office building on Block L as well, if a pedestrian bridge were constructed across Harbor Boulevard.

#### **BLOCK G – Fox Fullerton Theatre Block**

The theatre is the anchor use on this block. The theatre should be upgraded and possibly expanded to a four or six screen theatre. A new restaurant would be appropriate adjacent to the theatre. New parking areas across Ellis Place and east of the alley could provide more parking. Additional theatre parking could be supplied by the surface lots across Harbor and Chapman Avenues.

#### **BLOCK H – S.E. corner Chapman and Harbor.**

No changes are proposed for this block.

#### **BLOCK I – Museum Block**

Parking consolidation is the major change proposed for this block. This would create additional spaces for the potential expansion of the YWCA and the Museum's new use. A small office building should be considered as an option for Wilshire Avenue, depending on parking demand by other uses.

#### **BLOCK J – Chapman Building Block**

In the concept plan a small office building is shown on Pomona Avenue, with a new retail and office building proposed to bridge the pedestrian walkway at Amerige. Upgrading of existing buildings is proposed along Harbor Boulevard.



**BLOCK K - N.E. corner Harbor and Commonwealth**

Principal changes shown for this block are additional parking spaces and a new restaurant at Commonwealth and Pomona.

**BLOCK L - AMTRAK Block**

Upgrading of the buildings and uses along Commonwealth Avenue and a new public parking structure across Pomona Avenue are the major actions proposed for this block. In addition, although not shown, the opportunity exists for an office building at the northwest corner of the block. If developed, parking could be provided by parking underneath the building and by the structure proposed for Block F.



## **CHAPTER 3**

### **RECOMMENDED PARKING MANAGEMENT PLAN**

Based on the field survey, observations, meetings, and interviews conducted in the initial phase of this study, a number of parking problems were identified. Additional block-specific parking problems were identified by business-owners, employees and visitors who attended two public workshops in March, 1985. The participants of these public workshops were asked to rank the existing parking problems based on the relative order of their importance. Thirty-one of the approximately 50 people who attended the workshops completed the questionnaire. Table 10 summarizes the results of the attendees rankings relative to general parking problems in Downtown Fullerton. "Employees parking in two-hour visitor spaces" was identified as the most significant problem, followed by "insufficient parking on some blocks", and "two-hour time limits being too short for some customers". Table 11 presents a summary of the workshop participants ratings of potential solutions to existing parking problems. These attitudes were used along with quantitative data developed during the study to develop specific recommendations for correcting parking problems in downtown Fullerton.

### **RECOMMENDED PARKING MANAGEMENT MEASURES**

A comprehensive program aimed at correcting existing and future parking deficiencies in downtown Fullerton has been developed. Key features of the recommended improvement plan are described herein.

#### **General Recommendations**

- Improve the balance between number of permit and visitor spaces on each block based on the estimated demand for each type.
- Provide rigorous enforcement, including the assignment of a parking enforcement officer exclusively to Downtown.
- Eliminate parking meters in downtown.
- Provide better signing for directing visitors to public parking facilities.

#### **Off-Street Facilities**

- Continue program wherein parking stalls are differentiated between customer and permit spaces. Whereas persons parking in customer spaces should be cited for parking longer than the posted time limit, customers should be allowed to park for 2 hours in permit spaces (or all-day with a one day permit). Motorists parking for longer than 2 hours in the permit spaces without a permit should be cited.
- To reduce confusion, physically separate permit spaces from visitor spaces where appropriate.





TABLE 10

**RANKING OF PROBLEM**  
**(1 = most important, 6 = least important)**

	Shopper/ Visitor	Downtown Merchant	Office Employee	Retail Employee	Downtown Property Owner	Other	Total
Employee parking in customer spaces	2	2	2	1	1	2	2
Confusion and poor circulation between public and private lots	3	4	3	6	3	3	3
Spillover parking from Fullerton College and Fullerton High School	4	4	4	5	5	4	4
Insufficient parking on some blocks	3	3	3	3	2	1	3
2-hour time limit too short for some customers	3	3	3	2	5	5	3
Inconsistency in treatment of curb spaces	5	3	6	4	4	6	5



TABLE 11

## PUBLIC ATTITUDE RE: POTENTIAL SOLUTIONS

	<u>Strongly oppose</u>	<u>Oppose</u>	<u>Don't care</u>	<u>In favor</u>	<u>Strongly in favor</u>	<u>% Oppose</u>	<u>% In favor</u>
<b>Employees parking in customer spaces</b>							
• More rigorous enforcement of time limits	-	2	4	11	14	6	81
• Increased citation fees	9	15	4	1	1	80	7
• Better differentiation between customer and permit spaces	-	-	1	15	14	-	97
• Improve balance between number of employee and customer spaces	-	-	4	17	7	-	86
• Improve location of employee parking	-	-	7	15	8	-	77
• Eliminate parking permit fee for employees	6	4	7	11	3	32	45

**Confusion and poor  
circulation between  
public and private lots**

• Consolidate public and private lots	3	4	5	11	6	24	59
• Better signing	-	-	1	12	16	-	97
• Improve lot layouts, connections between lots, and/or drive-way locations	-	1	3	11	15	3	87



TABLE 11 (Continued)

## PUBLIC ATTITUDE RE: POTENTIAL SOLUTIONS

	<u>Strongly oppose</u>	<u>Oppose</u>	<u>Don't care</u>	<u>In favor</u>	<u>Strongly in favor</u>	<u>% Oppose</u>	<u>% In favor</u>
<b>Spillover parking from Fullerton Col- lege and Fullerton High School</b>							
• More rigorous enforcement of time limits and permits	2	2	-	11	14	14	86
• Have high school and college provide more parking	1	1	-	9	17	7	93
<b>Insufficient parking on some blocks</b>							
• Add parking	-	2	2	16	10	7	87
• Relocate employee parking to adjacent blocks	3	5	1	14	6	28	69
<b>2-hour time limit too short for some customers</b>							
• Increase some 2-hour spaces to 3 hours	5	3	5	10	7	27	57
• Increase all 2-hour spaces to 3 hours	9	6	2	6	5	54	39
<b>Inconsistency in treatment of curb spaces (e.g., some metered, some unme- tered next to each other</b>							
• Eliminate meters	3	8	4	4	7	42	42
• Add meters for all curb spaces	9	6	5	6	2	54	29





- Improve parking facility layouts to provide better circulation.
- Provide more spaces where needed.
- Change the location of visitor spaces with permit spaces where this improves convenience to visitors.
- Consolidate private and public parking lots where appropriate and possible.
- Eliminate the permit parking fee.

### **Curb Parking**

- Eliminate on-street parking meters.
- Provide more uniform time limits on the same face of a block.
- Provide time limits that serve the demand of the abutting land uses.
- Convert unrestricted and long-term parking in the northeast quadrant to short-term parking to discourage all day parking by Fullerton High School and Fullerton Community College students.

### **All-Day versus Short-Term Parking Supply and Demand**

In order to determine the relative balance between all-day and short-term parking supply and demand on each block, the parking demand ratios for different land uses, used for projecting future demand in Chapter 2 were divided into all-day and short-term components. These ratios were applied to the floor area of existing and future uses that are demand generators of parking spaces. Table 12 presents the parking demand ratios which were used in this analysis. The proportion of all-day and short-term parking space(s) on each block will differ depending on the mix of land uses. Table 13 shows the existing parking space supply and demand on a block-by-block basis. As can be seen there is currently estimated to be a shortage of all-day (permit) spaces and an oversupply of short-term (customer) spaces on many blocks. The parking supply includes off-street and curb spaces, and takes into account supply as well as demand in private lots.

### **Block-By-Block Improvements**

To correct the existing imbalance in parking supply and demand, particularly with regard to all-day spaces, as well as other deficiencies such as poor circulation, a series of near-term parking improvement plans were developed for each block in the study area. For blocks where significant changes are planned in the future, longer range improvement plans were also developed.

Figures 6 and 7 show proposed near-term and long range changes to curb parking as well as the block designations used in the study. Recommended off-street improvements are described below on a block-by-block basis.

Block 'A'. Currently there is no public off-street parking on this block, therefore, no changes are proposed. In the future, however, as development of new uses, and re-use of existing structures take place the objective



TABLE 12

PARKING DEMAND RATIOS BY DURATION

(per 1,000 gross square feet of floor area)

Land Use	Existing Land Use		Future Land Use	
	All-Day	Short-Term	All-Day	Short-Term
Retail Commercial	1.2	1.5	1.5	1.7
Restaurant	1.5	5.5	1.7	6.3
Office and Finance	1.7	0.4	2.6	0.6
Institutional	varies	varies	varies	varies



**TABLE 13**  
**EXISTING PARKING SUPPLY - DEMAND<sup>(1)</sup>**

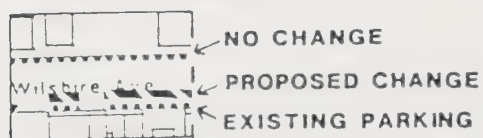
Block		Public Spaces		Private Spaces	Total
		All-Day	Short-Term		
A	Supply	-	3	54	57
	Demand	-	3	42	45
B	Supply	1	5	84	90
	Demand	1	4	39	44
C	Supply	8	52	126	186
	Demand (2)	64	138	79	281
D	Supply	50	92	26	168
	Demand	88	78	16	182
E	Supply	44	132	42	218
	Demand	92	78	34	204
F	Supply	23	19	157	199
	Demand	18	16	142	176
G	Supply	-	23	133	156
	Demand	-	18	113	131
H	Supply	34	63	-	97
	Demand	42	52	-	94
I	Supply	70	76	63	209
	Demand	43	42	32	117
J	Supply	246	169	32	447
	Demand	156	66	22	244
K	Supply	79	84	10	199
	Demand	62	66	10	141
L/M	Supply	156	160	-	316
	Demand	230	179	-	409

Notes: (1) Includes off-street as well as curb parking.  
(2) Peak day demand.





# PROPOSED CURB PARKING IMPROVEMENTS NEAR TERM FUTURE



## LEGEND

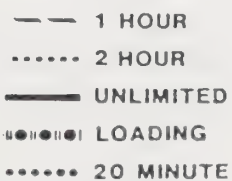
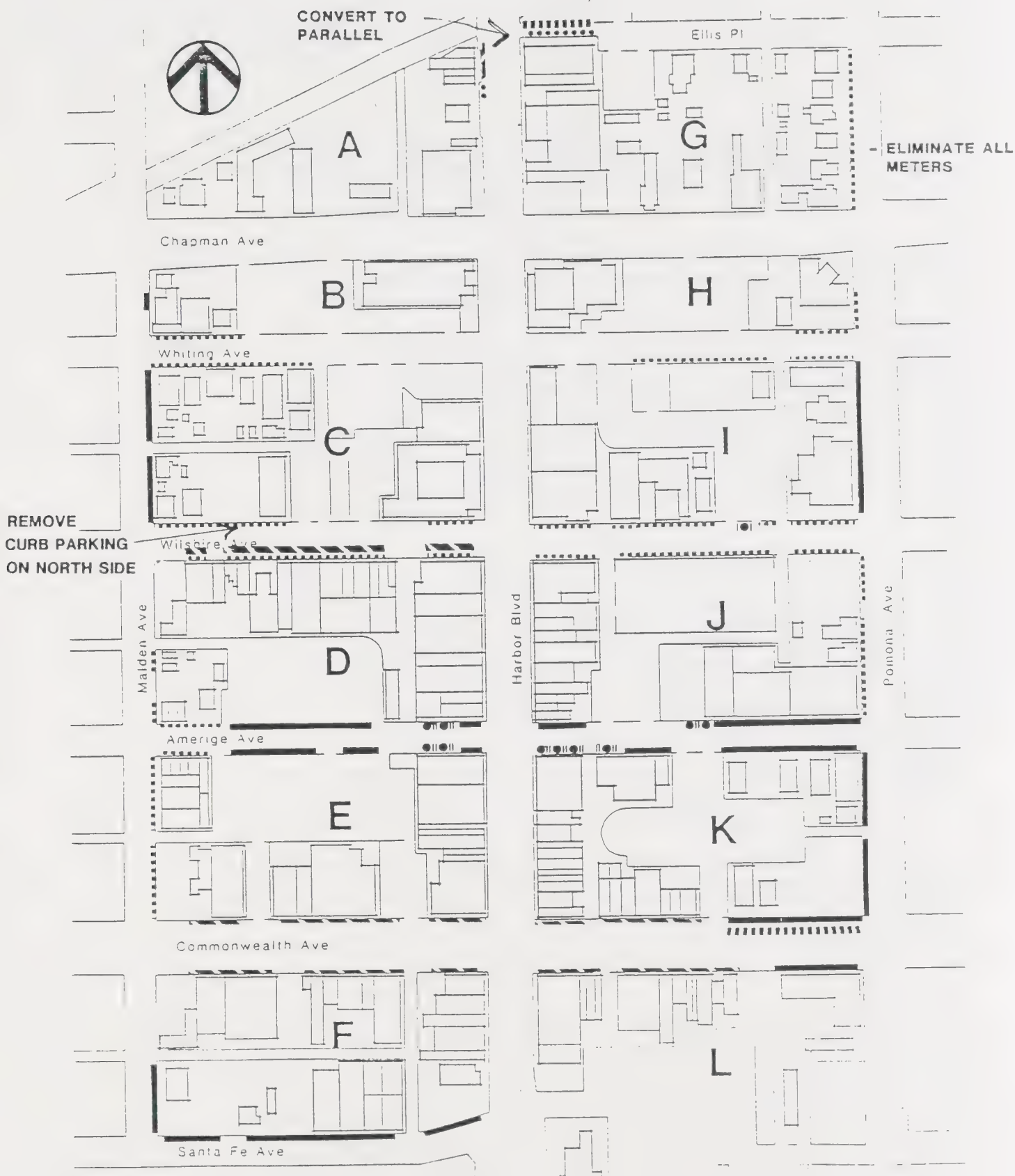


FIGURE 6







# PROPOSED CURB PARKING IMPROVEMENTS FUTURE



## LEGEND

- 1 HOUR
- 2 HOUR
- UNLIMITED
- LOADING
- 20 MINUTE

FIGURE 7



should be to establish a common pool of off-street public parking shared by each of the businesses on this block. This will permit economies of scale in the amount of land used for parking and better internal circulation for the block.

Block 'B'. Since there is no public off-street parking on this block, no near-term improvements are proposed. In the longer-range it is proposed that Block 'B' be consolidated with Block 'C' into a "super-block".

Block 'C'. Currently there is a shortage of all-day parking in the Villa del Sol lot, forcing employees to park on adjacent blocks. On the other hand, some retail customers of the stores located on the northerly side of Block 'D', such as the Mulberry Street restaurant, find the Villa del Sol lot more convenient to use than the off-street parking in Block 'D'. Additionally the layout of the Villa del Sol lot is confusing to most visitors, because of the mix of private and public spaces. Also, some of the businesses in the Villa del Sol, Jay's Caterers in particular, have indicated the need for four-hour spaces.

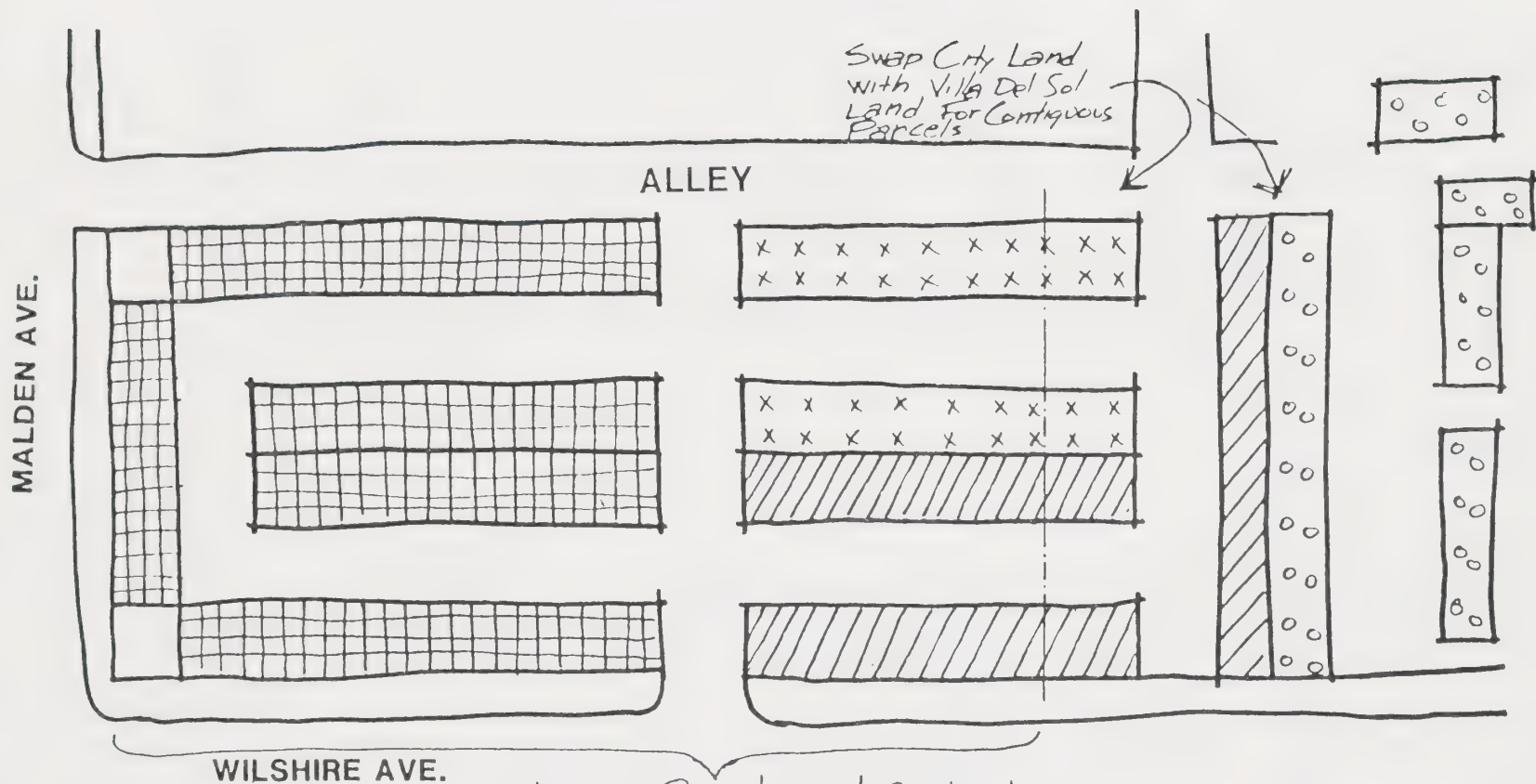
Figure 8 shows recommended near-term improvements to serve Block 'C', including the acquisition of a number of parcels, and a land swap with the Villa del Sol to provide ample parking for customers and employees of Block 'C' and customers of the north side of Block 'D'. The proposed layout will also minimize confusion between private and public spaces. Land acquisition and agreements with property owners are currently being arranged for implementing this scheme. Figures 9 and 10 show alternative designs for a future parking structure on Block 'C'. Depending on the eventual redevelopment configuration, this structure could provide parking for Villa del Sol (employees and customers), customers of the north side of Block 'D', and residents, customers and employees of the proposed mixed-use residential/commercial complex on the west half of this block.

Block 'D'. As re-use and occupancy of vacant space occurs on this block the public parking lot is proposed to be extended to Malden Avenue in the future, providing 152 spaces, or 59 more than today (Figure 11). Many of the visitors to this block will be using the customer spaces provided on-street along Wilshire Avenue and in the parking structure located in Block 'C'. Most of the parking in the lot will therefore be for employees.

Block 'E'. This block has insufficient long-term employee spaces and the layout is confusing to visitors and customers. To overcome these deficiencies a new parking layout is recommended for the existing public lot which would provide 17 more spaces than today. The physical layout of the two types of parking would reduce confusion. Figure 12 illustrates the recommended layout which can be implemented immediately and remain unchanged even after the proposed land use modifications called for in the Downtown Redevelopment Plan. The plan includes the recommendation for a pedestrianway at the rear of stores which front on Harbor Boulevard.

Block 'F'. Currently there is no off-street parking on this block, therefore no changes are recommended for the near-term. For the future a 450-





Acquire Property and Construct Surface Parking

EXISTING PROBLEMS

- Shortage For Long Term
- Confusing Public/Private
- Some 4 Hour Spaces Needed
- Mulberry Street Parkers Park in Villa Del Sol Lot

PROPOSED SPACES

PERMIT	68
4-HOUR	24
2-HOUR	71
<b>TOTAL</b>	<b>163</b>
Existing	72
change	+91

LEGEND

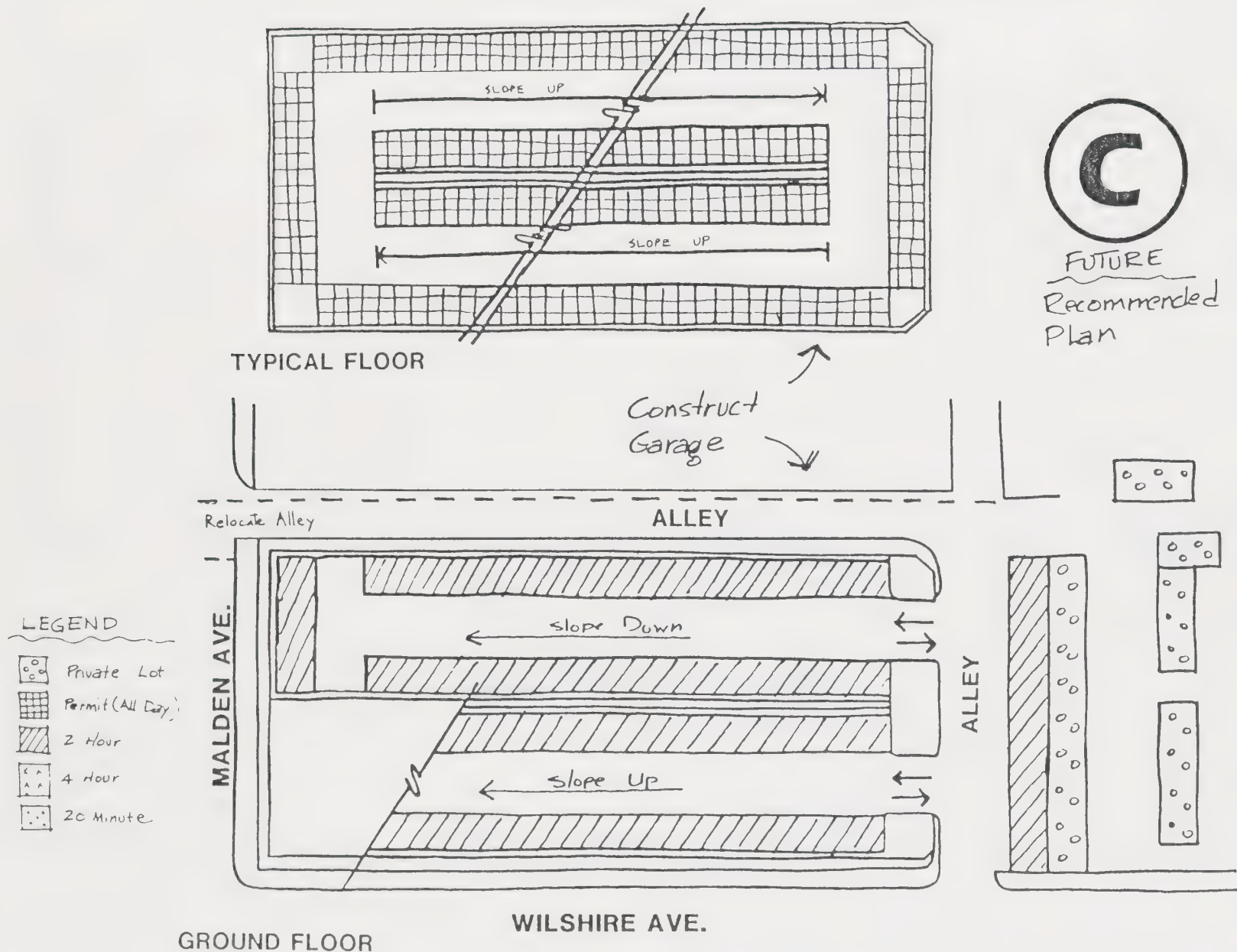
- Private Lot
- Permit (All Day)
- 2 Hour
- 4 Hour
- 20 Minute



NEAR TERM












Downtown Fullerton  
Parking Study

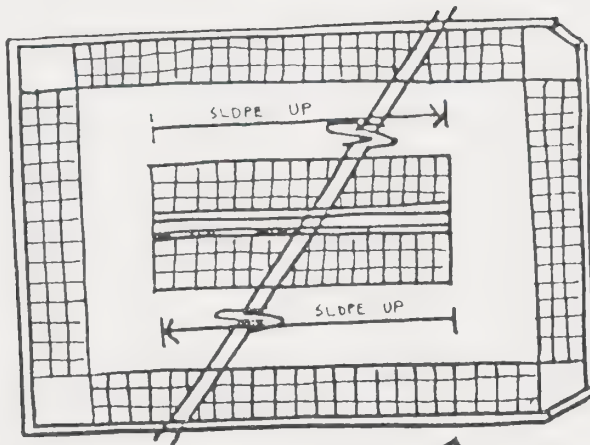
PROPOSED PARKING FACILITY  
IMPROVEMENTS

Figure  
9



# LEGEND

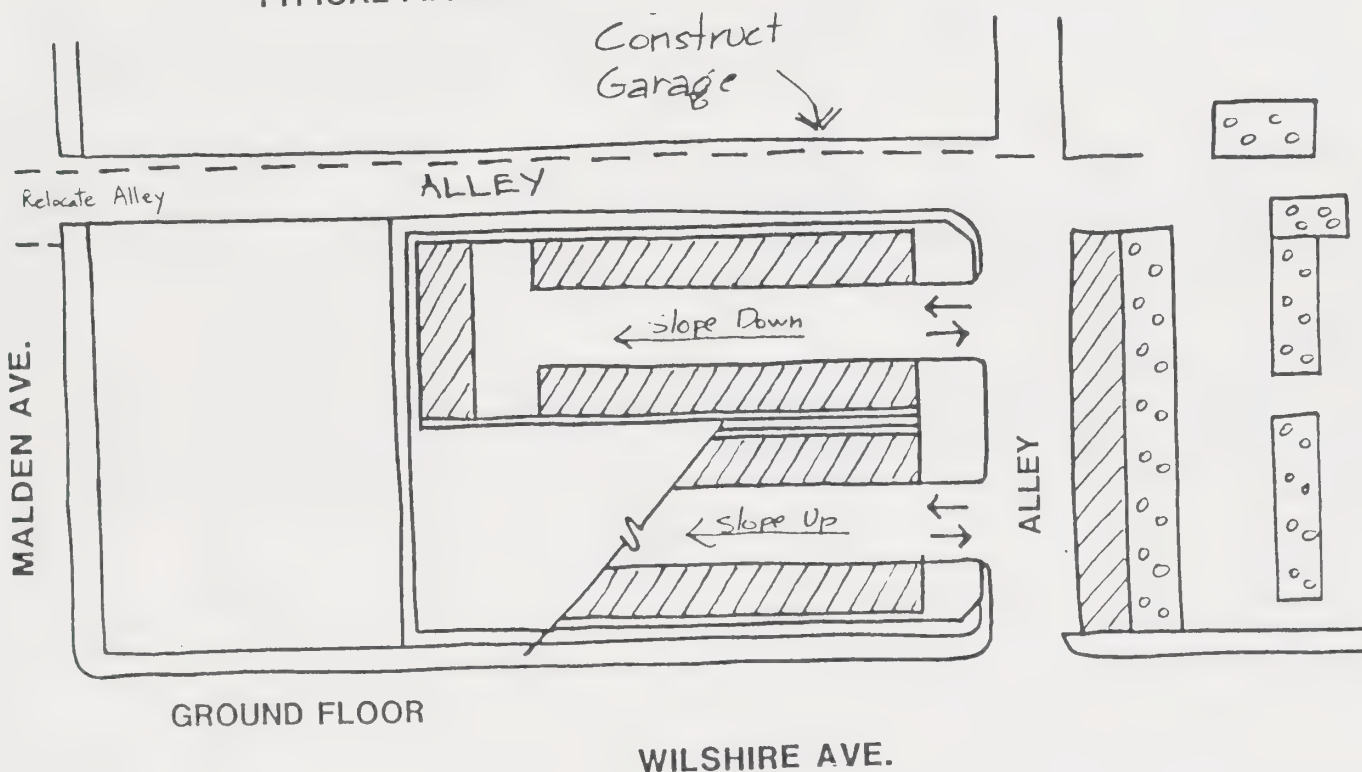
-  Private Lot
-  Permit (All Day)
-  2 Hour
-  4 Hour
-  20 Minute



TYPICAL FLOOR



FUTURE  
Alternative  
Plan



GROUND FLOOR

WILSHIRE AVE.

Downtown Fullerton  
Parking Study

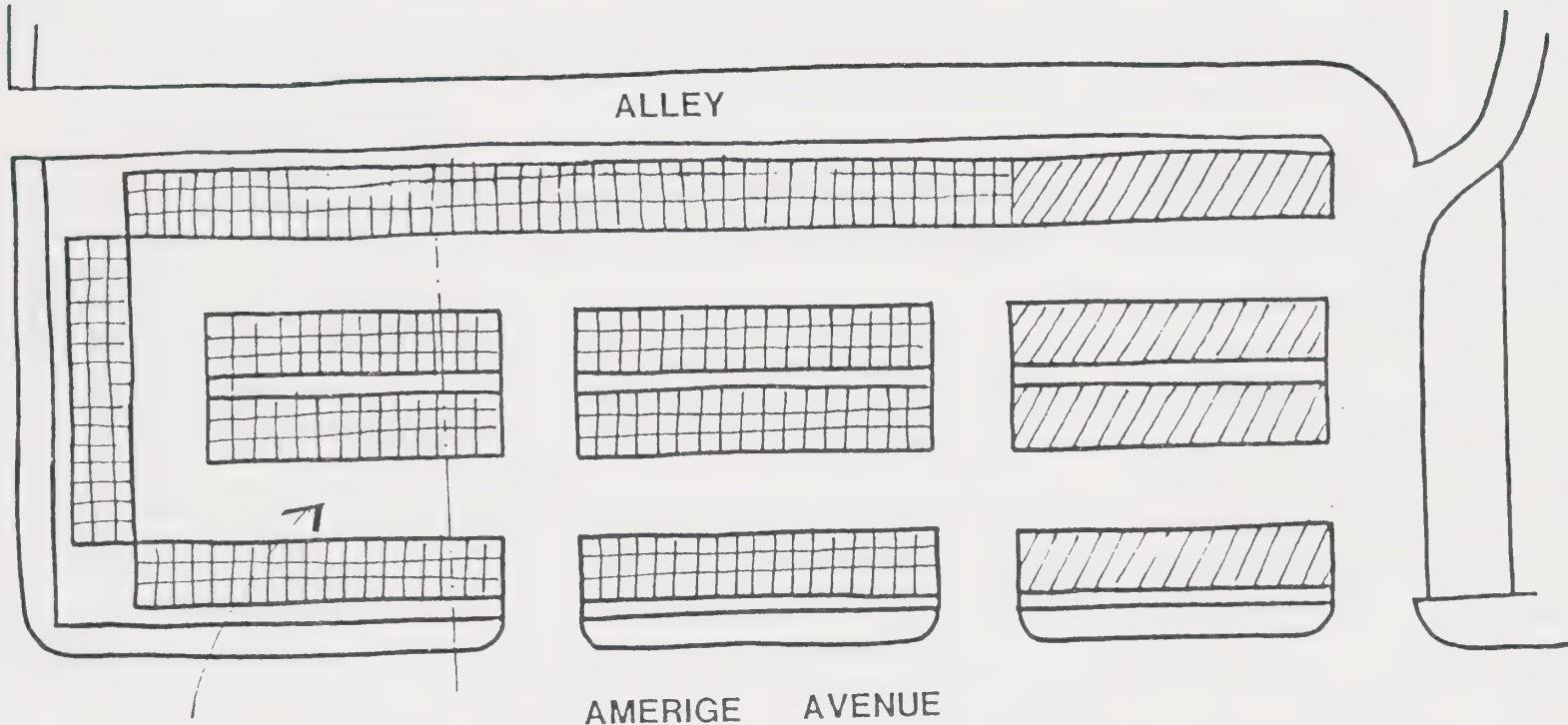
PROPOSED PARKING FACILITY  
IMPROVEMENTS

Figure  
10










FUTURE



LEGEND

-  Private Lot
-  Permit (All Day)
-  2 Hour
-  4 Hour
-  20 Minute

Acquire Property  
and Expand Lot.

Downtown Fullerton  
Parking Study

PROPOSED PARKING FACILITY  
IMPROVEMENTS

Figure

11





NEAR TERM  
& FUTURE

#### EXISTING PROBLEMS

- = Insufficient Long Term Employee Spaces
- = Confusing Customer/Permit

#### PROPOSED SPACES

□ PERMIT	89
▨ 2-HOUR	57
▩ TOTAL	146
Existing	128
Change	+18

#### LEGEND

◻◻	Private Lot
▣	Permit (All Day)
▨	2 Hour
▩	4 Hour
◻◻◻	20 Minute

- / Totally Restripe Lot With 90° Parking
- / Add Permit Spaces
- / Better Differentiation Between Permit and 2-Hour Spaces by Layout.

AMERIGE AVENUE

Install Pedestrian Way.

Truck Loading

ALLEY

Downtown Fullerton  
Parking Study

PROPOSED PARKING FACILITY  
IMPROVEMENTS

Figure  
12





space parking structures is recommended which will serve both the short-term and all-day parking needs of the block

Block 'G'.

Since there is no off-street public parking on this block, no changes are recommended for the near future. In the longer range, however, because of the land use changes, a new public parking lot is recommended to serve the Fox-Fullerton theatre and the proposed restaurant.

Block 'H'.

The main problem on Block 'H' is the illegal use of parking spaces by Fullerton Community College and Fullerton High School students, which reduces the long-term spaces available to employees of American Savings and Panache. Also, some shorter (20-minute) and longer (4-hour) than two-hour spaces have been requested by the businesses on this block for use by some of their customers.

Figure 13 depicts the recommended changes in time limits, using the existing layout of the public parking lot on Block 'H'. A few spaces are shown converted to long-term employee spaces, and twelve spaces closest to the bank are shown converted to 20-minute parking. Also, it is proposed that the permit spaces be allowed to be used by selected customers with special one-day permits issued by the businesses on this block.

In the future, with expansion of public parking on Block 'I' it is possible that some employee parking from Block 'H' can be shifted to Block 'I', and the former permit spaces redesignated for 2-hour parking.

Block 'I'.

Like many of the other downtown lots, the Block 'I' lot has a shortage of long-term spaces and confusing differentiation between public and private spaces. Also, parkers have to turn into the adjacent street at both ends of the lot to complete their search for an open space. This is not only confusing to parkers but creates safety hazards as well. In addition, some four-hour spaces are needed by the YWCA, and some all-day spaces are needed for Cambio Realty customers.

The recommended plan for the near future, shown in Figure 14, provides slightly more long-term spaces (although fewer total spaces) and turning aisles for better circulation. The four-hour and all-day parking needs for the YWCA and Cambio Realty can be accommodated by special one-day permits.

A longer-range plan involving acquisition of several private parcels is shown in Figure 15.

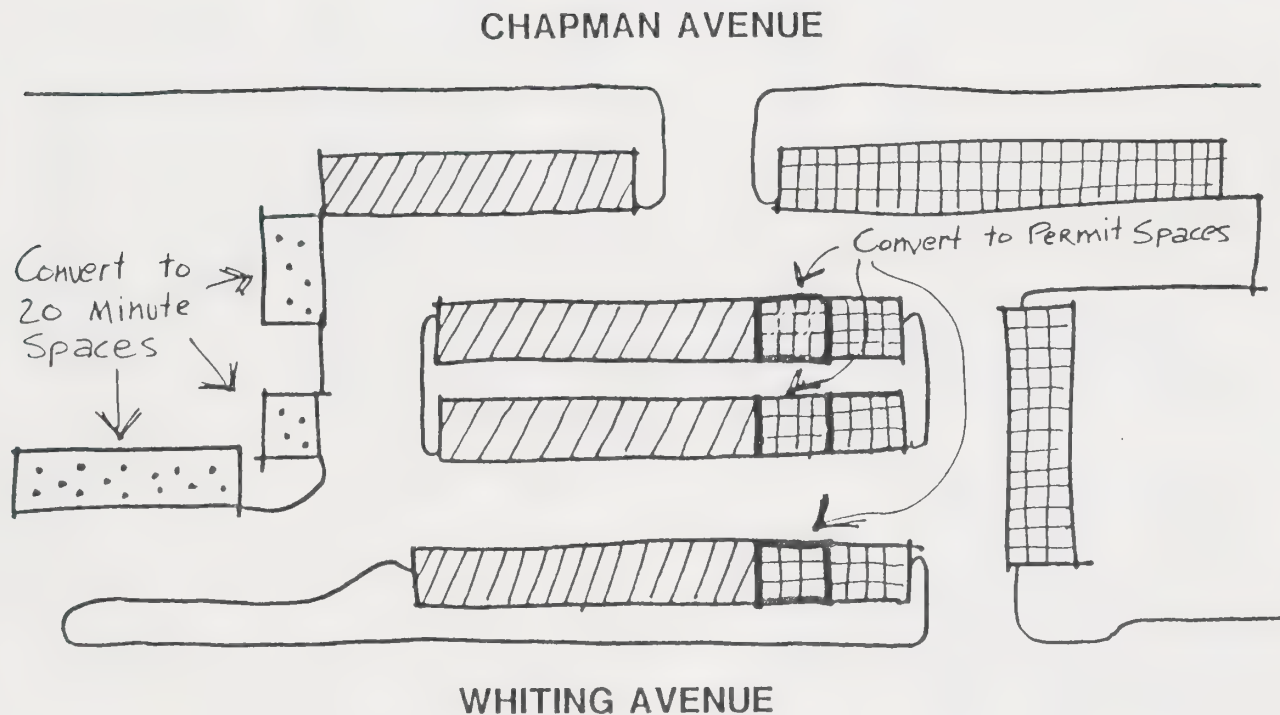
Block 'J'.

No significant changes are proposed for this block.

Block 'K'.

Current problems on Block 'K' are an insufficient number of employee spaces, confusing distribution of customer versus permit spaces, and need for some 20-minute and 4-hour spaces. Figure 16 shows a near-term plan for correcting these problems through restriping at the east half of the lot, adding an internal return, and redesignating some spaces for 20-minute parking.





NEAR TERM  
& FUTURE

### EXISTING PROBLEMS

- ➔ Parking by College & H.S. Students
- = Insufficient Long Term Parking
- = Need For 20 Minute Bank & Panache Parking

More Rigorous Enforcement

### PROPOSED SPACES

□	20 MINUTE	12
□	PERMIT	42
□	2-HOUR	36
III	TOTAL	90
	Existing	90
	Change	—

### LEGEND

- Private Lot
- Permit (All Day)
- ▨ 2 Hour
- ▨ 4 Hour
- 20 Minute

Downtown Fullerton  
Parking Study

PROPOSED PARKING FACILITY  
IMPROVEMENTS

Figure  
13





NEAR  
TERM

EXISTING PROBLEMS

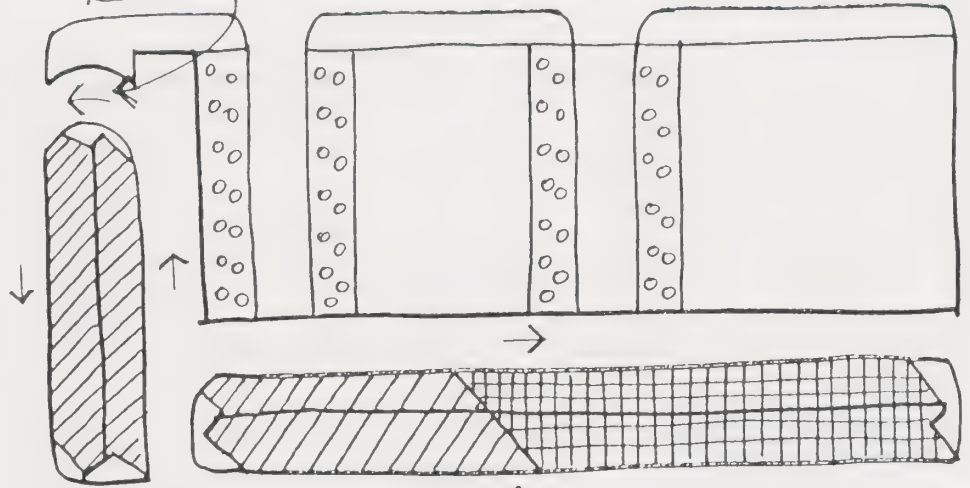
- ✦ Insufficient Long Term Employee Spaces.
- ✦ Confusing Public/Private Separation.
- ✦ Confusing Search Pattern; Have to turn into street to complete search.
- ✦ Cambio Realty needs some all day spaces for customers.
- ✦ YWCA needs some 4 hour spaces.

PROPOSED SPACES

□ PERMIT	42
□ 2-HOUR	51
≡ TOTAL	93
Existing	100
Change	-7

Add Internal  
Return

WHITING AVENUE



Allow Visitors to Park in  
2 Hour Spaces with  
All-Day Permits

Convert to  
Permit Spaces

LEGEND

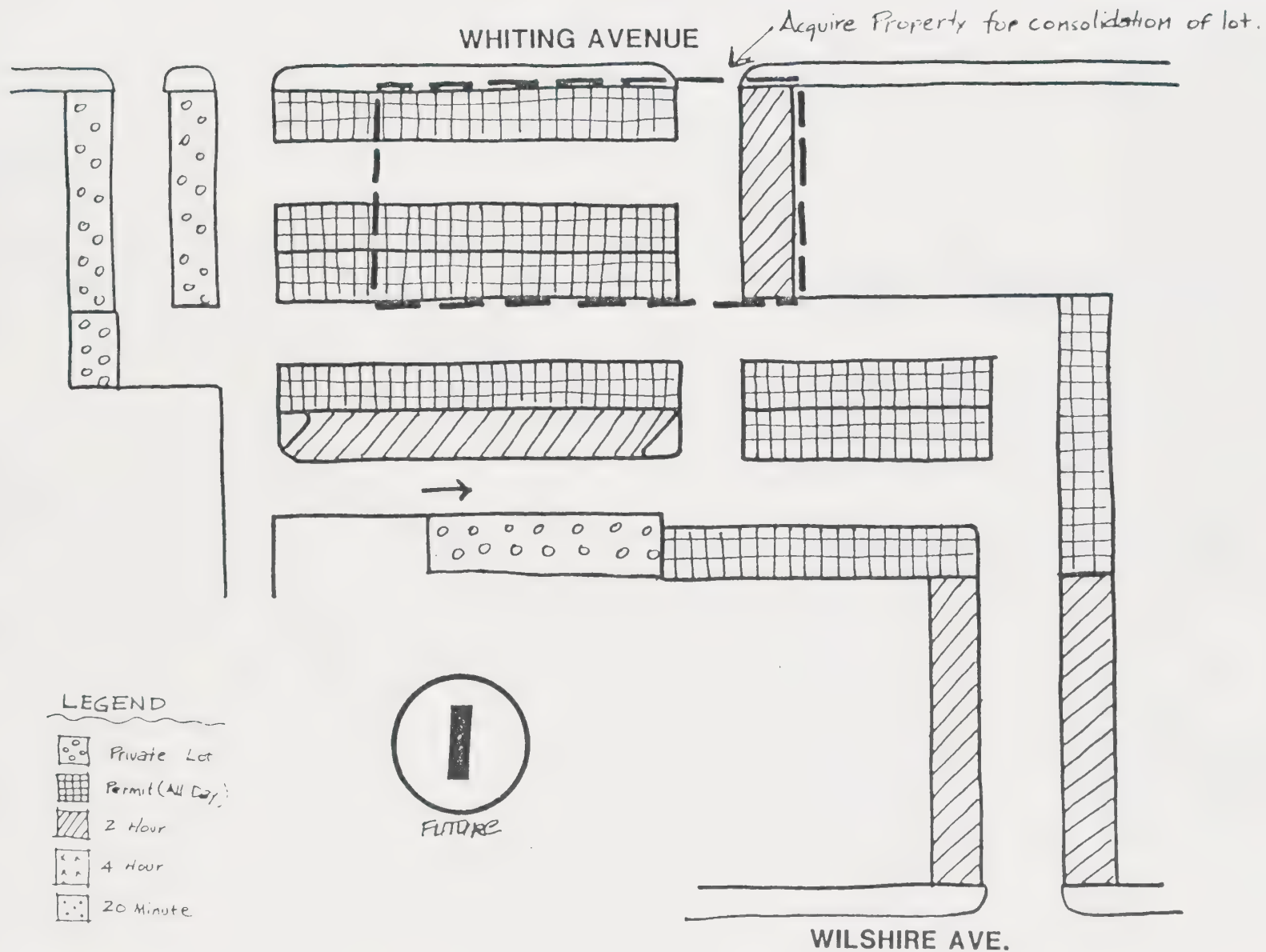
- Private Lot
- ▣ Permit (All Day)
- ▤ 2 Hour
- ▥ 4 Hour
- ▦ 20 Minute

WILSHIRE AVE.

Add Internal/Return











NEAR TERM

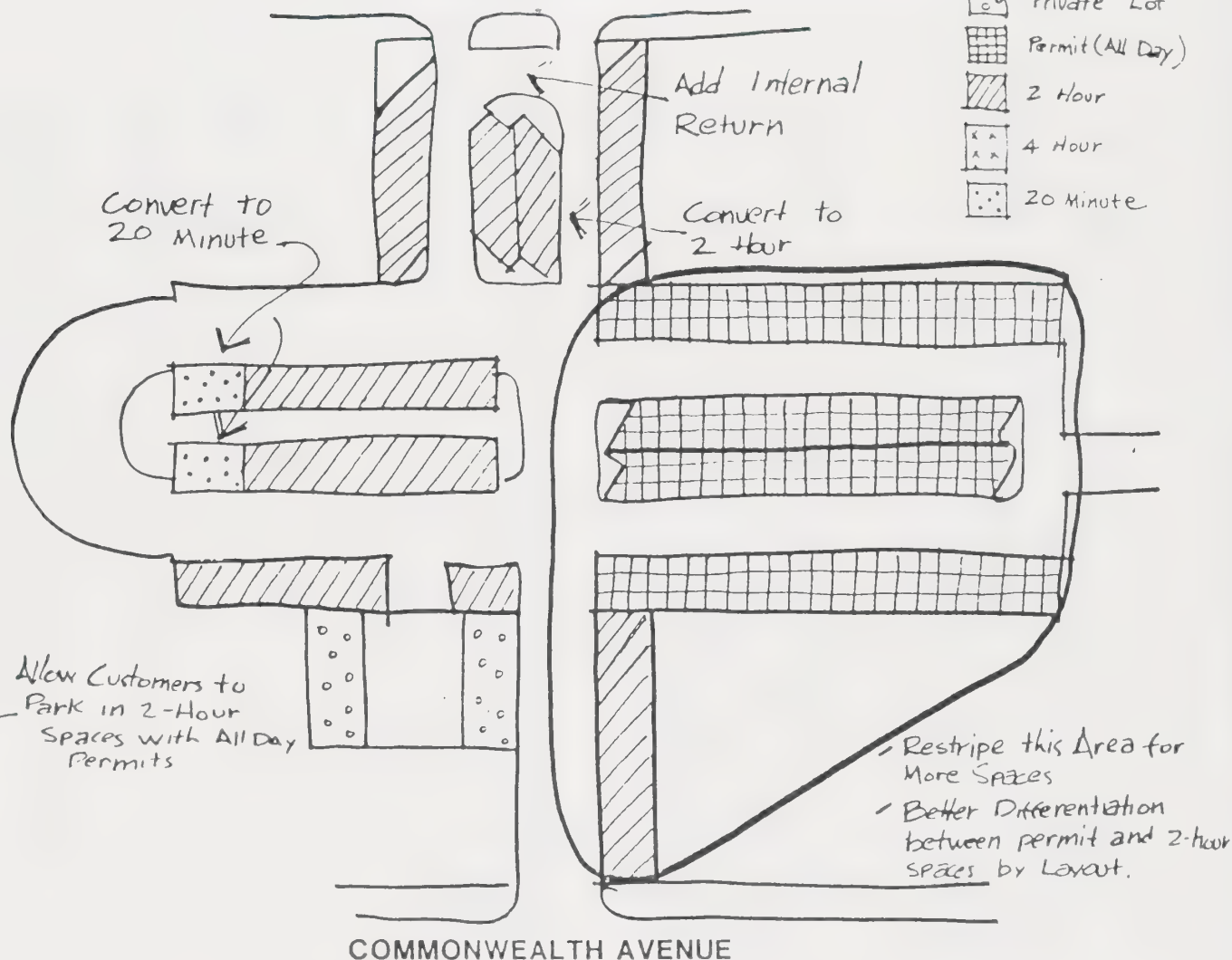
### EXISTING PROBLEMS

- ✓ Insufficient Employee Spaces
- ✓ Confusing Customer/Permit
- ✓ Need for ALL DAY Spaces for Realty Customers
- ✓ Need for 20-minute Spaces.

### PROPOSED SPACES

II	PERMIT 60
II	2-HOUR 67
III	TOTAL 127
	Existing 113
	Change +14

AMERIGE AVENUE



### LEGEND

- Private Lot
- Permit (All Day)
- 2 Hour
- 4 Hour
- 20 Minute

COMMONWEALTH AVENUE

Downtown Fullerton  
Parking Study

PROPOSED PARKING FACILITY  
IMPROVEMENTS

Figure  
16



Figures 17 and 18 show longer range improvements which should be implemented as development takes place on this block.

Block 'L/M'. The principal improvement for this block is the construction of a 300-space parking structure to serve permit parkers and Amtrak passengers parking needs. As indicated in Figure 19, with the proposed garage most of the existing surface spaces could be converted to 2-hour spaces.

#### Summary of Near-Term and Long-Range Parking Supply - Demand

Taking into account the above described lot revisions, Tables 14 and 15 summarize the proposed changes in supply in response to existing and projected future demand on a block-by-block basis. For the near-term there is proposed to be an increase of 420 all-day and 40 short-term public spaces in the study area, with private spaces remaining about the same. Longer-range plans call for an increase of over 1,300 all-day spaces plus about 440 more short-term public spaces compared to today. In the long-run private spaces would decrease from the present 728 spaces to around 330 spaces.

Most of the proposed parking facility improvement plans are modest and only involve restriping and in some cases relandscaping and/or relocation of driveways. Parking improvements for several blocks, however, will require acquisition of property and construction of new surface spaces, and on three blocks the construction of a parking garage. In general the more costly improvements can be postponed until additional redevelopment occurs downtown. However, on several blocks this is not the case,--namely the Villa del Sol and Transportation Center blocks (Blocks C and L).






There is a need for additional parking today on the Villa del Sol block to serve demand on that block and the businesses along the southside of Wilshire Avenue. The plan shown in Figure 8 will provide this additional parking and will defer the need for a parking structure on this block until the proposed mixed-use project on the west end of the block materializes.

The parking structure at the Transportation Center is a much needed project, and is moving forward with the City's acquisition of the site.

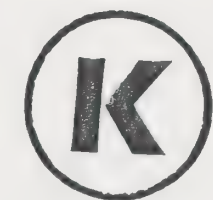
Taken as a whole, the proposed parking lot revisions, coupled with the on-street improvements shown in Figures 6 and 7, and other improvements such as more rigorous enforcement, improved signing, etc. should go a long way toward correcting the existing parking problems identified in this study.



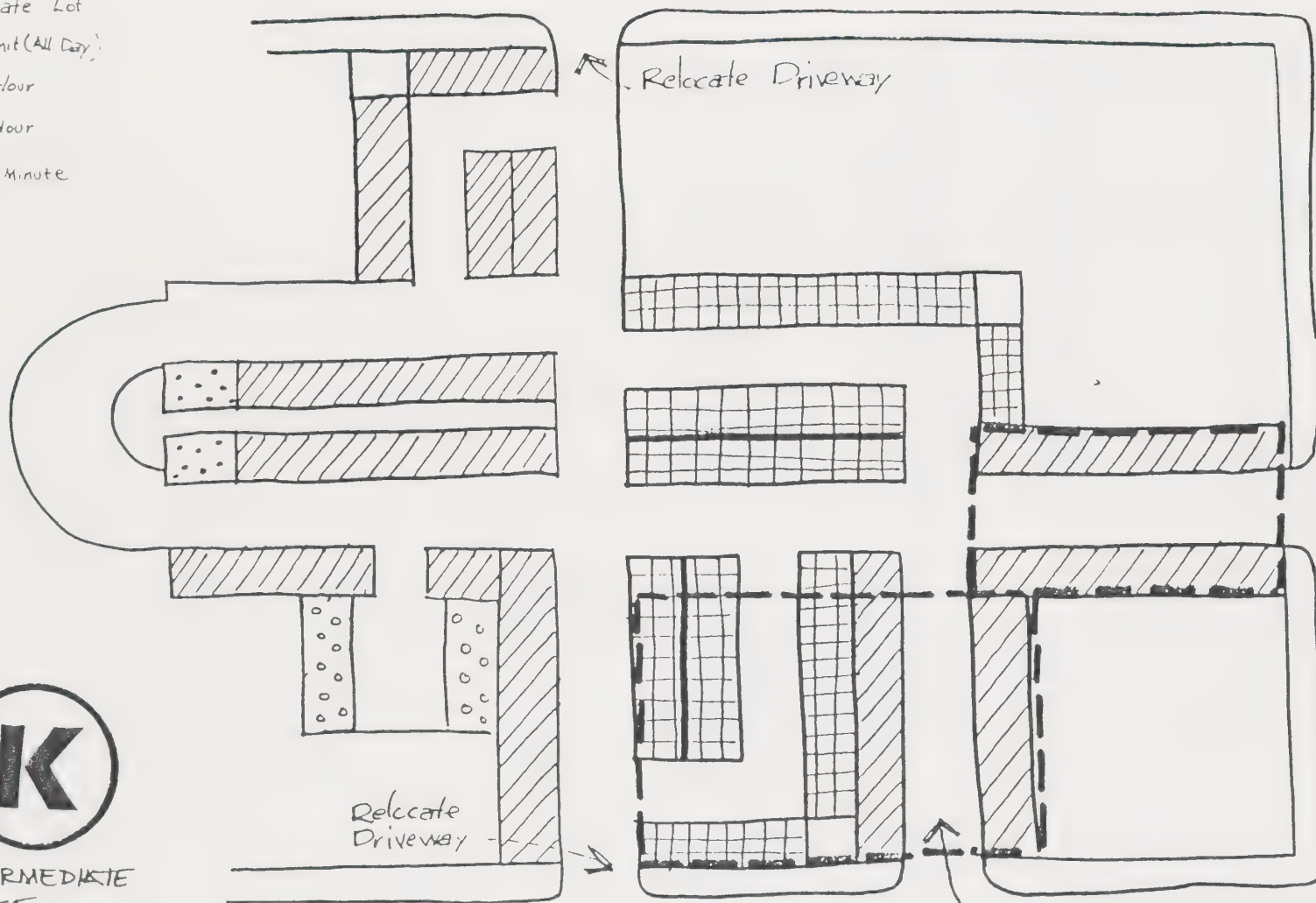
# LEGEND

-  Private Lot
-  Permit (All Day)
-  2 Hour
-  4 Hour
-  20 Minute

AMERIGE AVENUE



INTERMEDIATE  
PHASE



COMMONWEALTH AVENUE

Acquire Property for lot Expansion

Downtown Fullerton  
Parking Study






PROPOSED PARKING FACILITY  
IMPROVEMENTS

Figure  
17





LEGEND

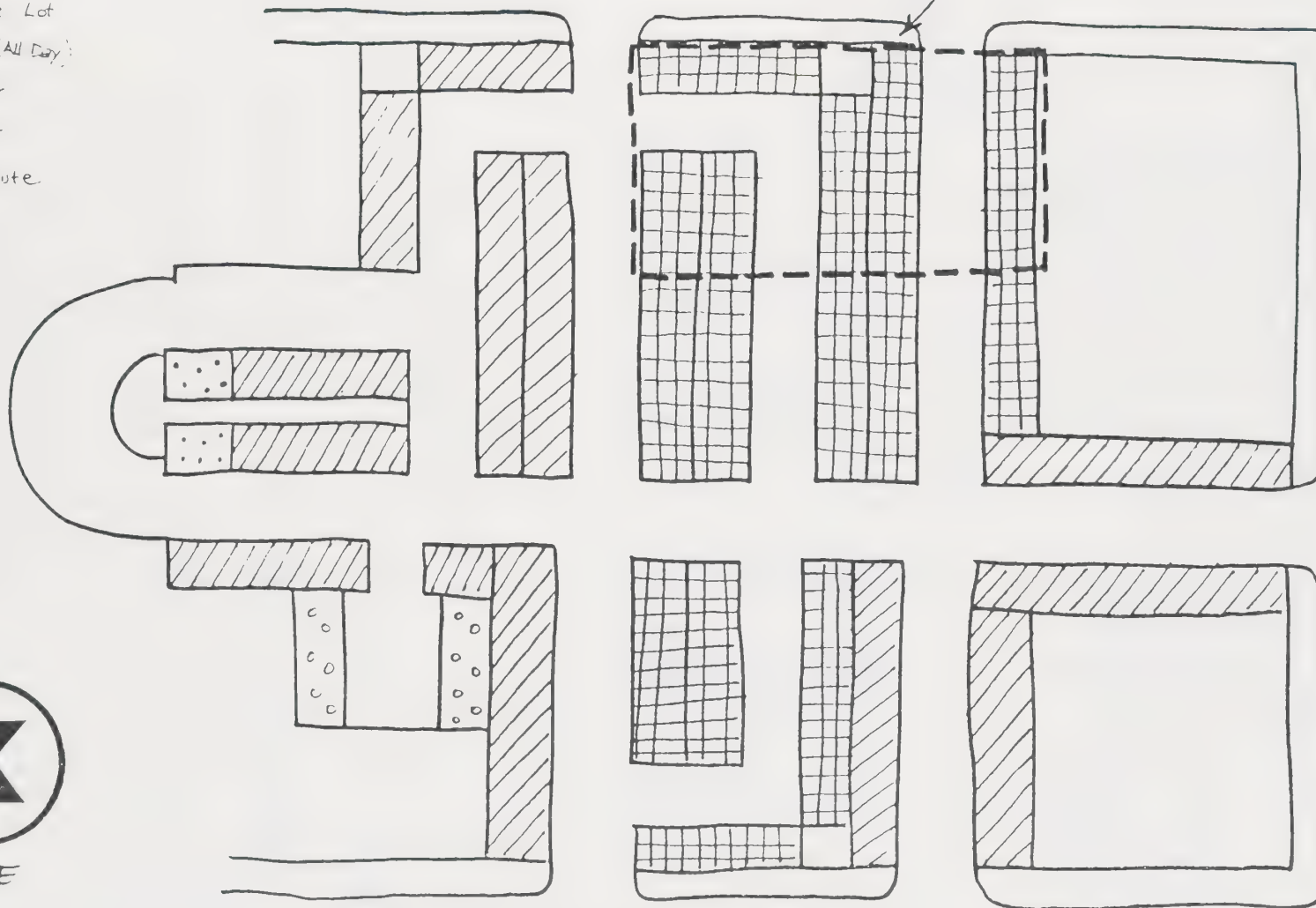
-  Private Lot
-  Permit (All Day)
-  2 Hour
-  4 Hour
-  20 Minute



FUTURE

AMERIGE AVENUE

Acquire Property for Lot Expansion



COMMONWEALTH AVENUE



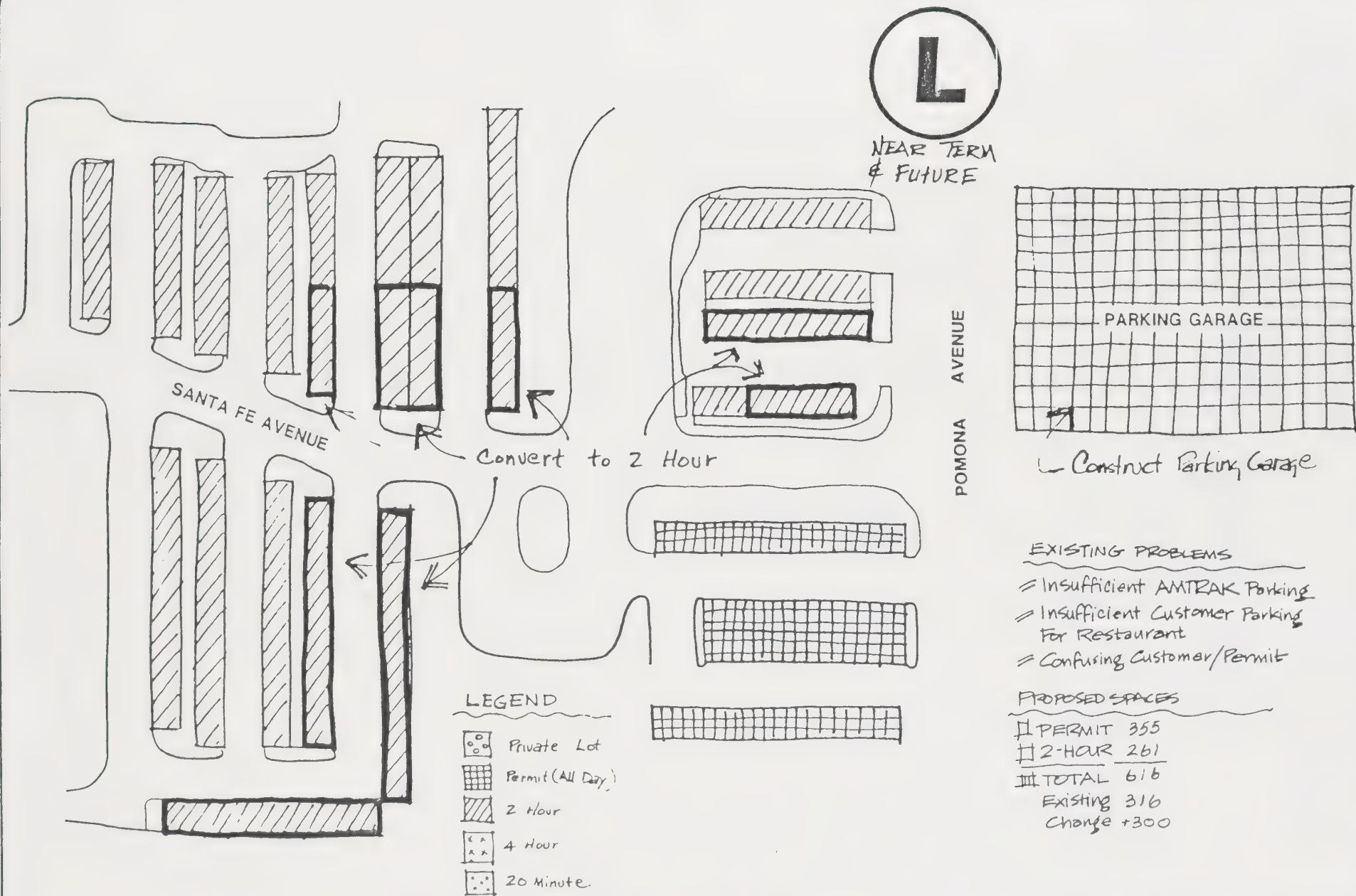




TABLE 14

**SUPPLY - DEMAND WITH PROPOSED  
NEAR TERM IMPROVEMENTS (1,2)**

Block		Public Spaces		Private Spaces	Total
		All-Day	Short-Term		
A	Supply	-	3	54	57
	Demand	-	3	42	45
B	Supply	1	5	84	90
	Demand	1	4	39	44
C	Supply	76	119	104	299
	Demand(3)	64	138	79	281
D	Supply	88	54	26	168
	Demand	88	78	16	182
E	Supply	101	93	42	236
	Demand	92	78	34	204
F	Supply	23	19	157	199
	Demand	18	16	142	176
G	Supply	-	23	133	156
	Demand	-	18	113	131
H	Supply	42	55	-	97
	Demand	42	52	-	94
I	Supply	45	94	63	202
	Demand	43	42	32	117
J	Supply	303	112	32	447
	Demand	274	89	22	385
K	Supply	97	80	10	187
	Demand	63	68	10	141
L/M	Supply	355	261	-	616
	Demand	340	251	-	591

- Notes:
- (1) Includes off-street as well as curb parking.
  - (2) Demand reflects existing demand. Supply reflects existing supply modified by the changes shown in Figures 6, 8, 12, 13, 14, 16, and 19.
  - (3) Peak day demand.



# 1. Introduction 2. Methodology 3. Results 4. Discussion 5. Conclusion

Year	Q1	Q2	Q3	Q4	Annual Total
2018	10	15	20	25	70
2019	12	18	22	28	80
2020	15	20	25	30	90
2021	18	22	28	35	103
2022	20	25	30	40	115
2023	22	28	35	45	130
2024	25	30	40	50	145
2025	28	35	45	55	163
2026	30	38	48	60	176
2027	32	40	50	65	187
2028	35	42	52	70	199
2029	38	45	55	75	213
2030	40	48	58	80	226

The data shows a steady increase in the number of units sold over the 12-year period. The annual growth rate is approximately 5.5%, which is consistent with the market forecast. The total sales for the period are 1,876 units.



**TABLE 15**  
**FUTURE SUPPLY - DEMAND WITH**  
**PROPOSED LONG RANGE IMPROVEMENTS**

Block		Public Spaces		Private Spaces	Total
		All-Day	Short-Term		
A	Supply	98	58	-	156
	Demand	92	54	-	146
B/C	Supply	305	224	162	691
	Demand	305	132	152	589
D	Supply	131	55	20	206
	Demand	144	146	18	308
E	Supply	76	118	42	236
	Demand	111	102	37	250
F	Supply	383	170	-	553
	Demand	350	170	-	520
G	Supply	43	50	75	168
	Demand	30	38	70	138
H	Supply	42	55	-	97
	Demand	42	52	-	94
I	Supply	153	50	25	228
	Demand	110	30	23	163
J	Supply	290	130	-	420
	Demand	288	126	-	414
K	Supply	144	148	10	299
	Demand	110	125	9	244
L/M	Supply	355	261	-	616
	Demand	340	251	-	591

Note: Includes off-street as well as curb parking.



C124891723

TABLE 1					
Year	1950	1951	1952	1953	1954
1	100	100	100	100	100
2	100	100	100	100	100
3	100	100	100	100	100
4	100	100	100	100	100
5	100	100	100	100	100
6	100	100	100	100	100
7	100	100	100	100	100
8	100	100	100	100	100
9	100	100	100	100	100
10	100	100	100	100	100
11	100	100	100	100	100
12	100	100	100	100	100
13	100	100	100	100	100
14	100	100	100	100	100
15	100	100	100	100	100
16	100	100	100	100	100
17	100	100	100	100	100
18	100	100	100	100	100
19	100	100	100	100	100
20	100	100	100	100	100
21	100	100	100	100	100
22	100	100	100	100	100
23	100	100	100	100	100
24	100	100	100	100	100
25	100	100	100	100	100
26	100	100	100	100	100
27	100	100	100	100	100
28	100	100	100	100	100
29	100	100	100	100	100
30	100	100	100	100	100
31	100	100	100	100	100
32	100	100	100	100	100
33	100	100	100	100	100
34	100	100	100	100	100
35	100	100	100	100	100
36	100	100	100	100	100
37	100	100	100	100	100
38	100	100	100	100	100
39	100	100	100	100	100
40	100	100	100	100	100
41	100	100	100	100	100
42	100	100	100	100	100
43	100	100	100	100	100
44	100	100	100	100	100
45	100	100	100	100	100
46	100	100	100	100	100
47	100	100	100	100	100
48	100	100	100	100	100
49	100	100	100	100	100
50	100	100	100	100	100
51	100	100	100	100	100
52	100	100	100	100	100
53	100	100	100	100	100
54	100	100	100	100	100
55	100	100	100	100	100
56	100	100	100	100	100
57	100	100	100	100	100
58	100	100	100	100	100
59	100	100	100	100	100
60	100	100	100	100	100
61	100	100	100	100	100
62	100	100	100	100	100
63	100	100	100	100	100
64	100	100	100	100	100
65	100	100	100	100	100
66	100	100	100	100	100
67	100	100	100	100	100
68	100	100	100	100	100
69	100	100	100	100	100
70	100	100	100	100	100
71	100	100	100	100	100
72	100	100	100	100	100
73	100	100	100	100	100
74	100	100	100	100	100
75	100	100	100	100	100
76	100	100	100	100	100
77	100	100	100	100	100
78	100	100	100	100	100
79	100	100	100	100	100
80	100	100	100	100	100
81	100	100	100	100	100
82	100	100	100	100	100
83	100	100	100	100	100
84	100	100	100	100	100
85	100	100	100	100	100
86	100	100	100	100	100
87	100	100	100	100	100
88	100	100	100	100	100
89	100	100	100	100	100
90	100	100	100	100	100
91	100	100	100	100	100
92	100	100	100	100	100
93	100	100	100	100	100
94	100	100	100	100	100
95	100	100	100	100	100
96	100	100	100	100	100
97	100	100	100	100	100
98	100	100	100	100	100
99	100	100	100	100	100
100	100	100	100	100	100